Television Age

1958 YEARBOOK ISSUE

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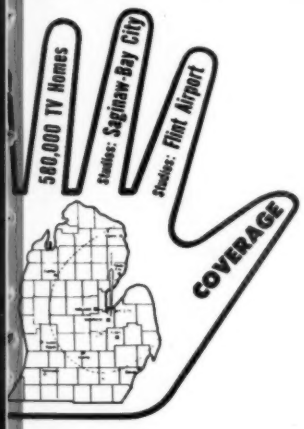
LOOK WHAT YOU HAVE IN THE PALM OF OUR HAND



You can't afford to settle for less than WNEM-TV's influence on Michigan's rich and vital second market and Eastern Michigan.

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MIDLAND

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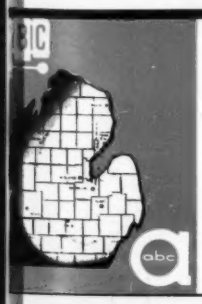
Here lies the second largest market in Michigan comprised of four metropolitan areas — that no other one station can cover. WNEM and WNEM alone covers all this area's tv homes.



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GERITY BROADCASTING CO.
BISHOP AIRPORT - FLINT
WNEM-TV
Bay City, Flint, Saginaw

WFBG-TV is dominant in 15 Central Pennsylvania counties—the only area where it competes alone for the audience with the Johnstown station. Proof from Central Pennsylvania Trendex—the first complete rating study ever made in the area: WFBG-TV delivers 16.7% MORE audience, Monday-Friday. Only CBS station covering the area from Pittsburgh to Harrisburg, WFBG-TV also carries the best of ABC including "American Bandstand," the nation's number ONE daytime TV program. Call Blair-TV today for rates and availabilities.

Sources: Trendex, December 1957/15-County Central Pennsylvania Trendex, December 1957

A TRIANGLE STATION

WFBG-TV

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Channel 10

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Represented by BLAIR-TV

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AND

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WGN-Radio
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CHANNEL 9 — CHICAGO, ILLINOIS

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Abbreviations:

The following is a list of title abbreviations used in the TV AGE Yearbook:

ae & ae's, account executive
acct. grp,. account group
acctnt., accountant
admin., administrator
acctg., accounting
advg., advertising
assoc., associate
ass'n, association
ass't, assistant
bd., board
b, buyer
bkkpr., bookkeeper
bus., business
chf., chief
chg., charge
chmn, chairman
cpy., copy
comm., committee
compt., comptroller
cont., controller
coord., coordinator
creat., creative
d, director
dvlpmnt., development
exec., executive
gen. mgr., general manager
grp., group
hd., head
intnl., international
libr., librarian
m, media
md, media director
mchdse., merchandise
mdsg., merchandising
mng., managing
mgr., manager
mkt., market
mktg., marketing
ntl., national
ntwk., network
o, owner
off., office
otdr., outdoor
optns., operations
p, partner
pgm., program
pgmng., programming
plng., planning
plns., plans
pres., president
prod., production
prod. mgr., production manager
prop., proprietor
prom., promotion
pub., public
publ., publicity
rad., radio
rels., relations
rep., representative
rsrch., research
sls., sales
sec., secretary
serv., services
sr., senior
supvr., supervisor
supvsg., supervising
tal., talent
tb, timebuyer
traff., traffic
trnsptn., transportation
treas., treasurer
vp, vice president

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We learned long ago, that in addition to making calls on all *regular* sources of potential business for our stations, it also pays to continually "beat the bushes" for unexpected business. Our entire staff is trained to make these *extra* calls and the Working Partners of H-R still do it. To us all business is important business. So whether it is one of the Working Partners, or a member of our carefully selected staff, every buyer of time and every station we represent, knows that whether we are making regular calls or "beating the bushes", we "always send a man to do a man's job."

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WOodward 1-4148

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910 Royal Street
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New Orleans, La.

529 Pan American Bank Bldg
Miami, Florida
FRanklin 3-7753

Television Age

1958 *YEARBOOK ISSUE*

Television's record

The year 1957 has been one of continued growth for television. The industry has set new peaks all along the line—in total receivers and television homes, number of stations and volume of business. Viewing, too, has reached new all-time highs.

Altogether it has been a bright year for the visual medium.

Advertiser expenditures in television, including the costs of talent and production as well as time, have been estimated by TvB to have reached $1,337.7 million in 1957. This compares with a total of $1,209.9 million in 1956 and $1,025.3 million in 1955.

Actual revenue from time sales, with talent and production costs excluded, are estimated by TELEVISION AGE to have reached $1,066.7 million in 1957. This was divided into $480.7 million for network time, $354.8 million for national spot and $231.2 million for local.

These figures can be compared with the magazine's estimates for 1956 which show a total of $870.3 million for all time sales. The 1956 estimate for network reached $395.4 million, for national spot $289.2 million and for local $185.8 million.

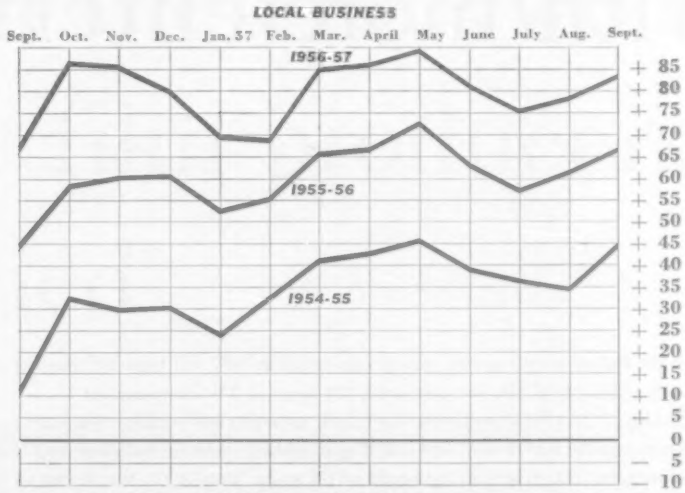
Looking into the future editors of TV AGE predict that total revenue from time sales alone will reach $1,184.8 million in 1958. This figure is broken down into $530.3 million for network, $386.5 million for national spot and $268.0 million for local business.

The TELEVISION AGE billings figures are made possible by the exclusive Business Barometer reports which the magazine has made monthly since 1953. The reports are made on the basis of figures sent to Dun & Bradstreet by stations in all sizes and types of markets. Dun & Bradstreet prepares percentages on the basis of these figures and these percentages are furnished to the editors of TV AGE.

Business Barometer comparisons for the past three years can be made by referring to the charts which are included on these pages. Separate charts show the fluctuations of network, local and national spot billings.

Among the basic television records at the conclusion of this article is the month-by-month Business Barometer

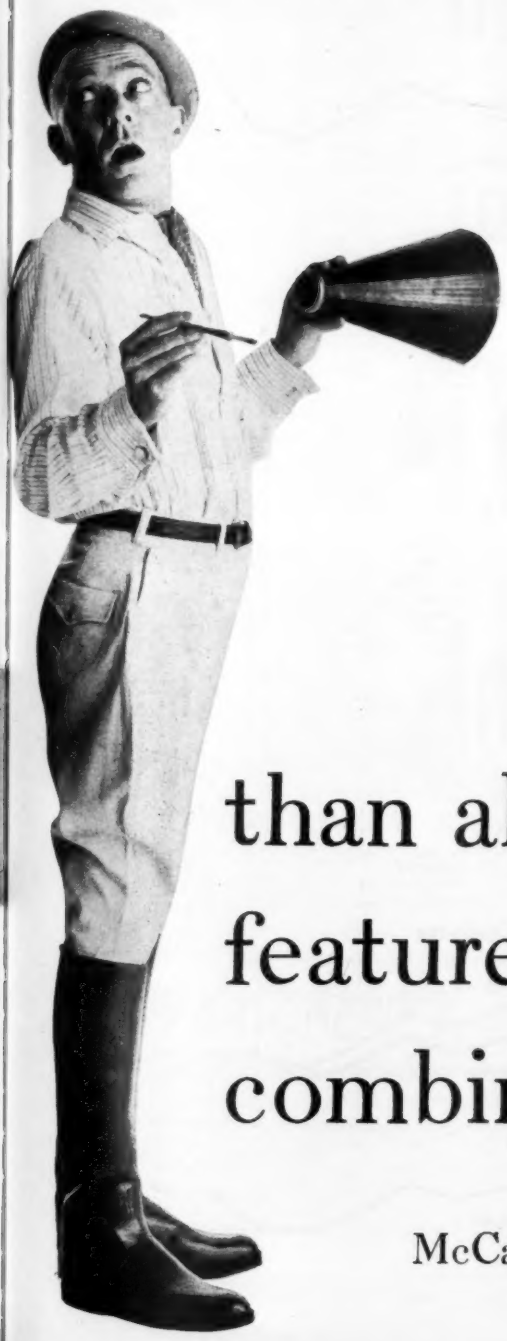
(*Continued on page* 10)



Copyrighted 1958. Oct. 1953 base month for chart.

Hour for hour McCann-Erickson clients are now providing America with more entertainment...

* All the feature length motion pictures produced in 1957 will total 486 hours of entertainment. During 1957 our clients are sponsoring 531 hours of TV entertainment.
Thanks . . . to all the producers, the talent, networks and stations who have had a part in the presentation of our 16 hour-and-a-half spectaculars, the hour, half-hour and quarter-hour shows too numerous to list, as well as thousands of TV spots. Thanks . . . for helping us achieve higher ratings and more efficient sell for our clients. More efficient television, in fact, than any other top agency.



than all the Hollywood feature film producers combined*

McCann-Erickson Incorporated • *Advertising*

New York, Boston, Cleveland, Atlanta, Houston, Dallas, Chicago, Detroit, Louisville, San Francisco, Los Angeles, Portland (Ore.)

Record (*Continued from page 7*)

table showing the percentages of change in billings totals for each of the three categories from November 1953 to the present.

The total number of television homes rose to 42,310,000 in 1957 as compared with 39,210,000 at the beginning of the year. Just ten years ago, Jan. 1, 1948, there were only 189,900 tv homes in the nation.

Color television, while not growing as fast as had been expected by its most enthusiastic supporters, showed good gains during 1957. At the beginning of the year TV AGE estimates there were 175,000 color receivers in use. At the beginning of 1958 there were an estimated 428,000.

The number of markets with television stations rose from 304 on Jan. 1, 1957 to 315 on Jan. 1, 1958. The number of operating commercial stations on Jan. 1, 1958 was 495, while a year earlier it had been 476.

Number of TV Homes

Jan. 1, 1948	189,900
Jan. 1, 1949	1,000,000
Jan. 1, 1950	3,950,000
Jan. 1, 1951	10,549,500
Jan. 1, 1952	15,777,000
Jan. 1, 1953	21,234,000
Jan. 1, 1954	27,812,000
Jan. 1, 1955	33,500,000
Jan. 1, 1956	36,480,000
Jan. 1, 1957	39,210,000
Jan. 1, 1958	42,310,000

Source: TV Age.

Number of Color Receivers

Jan. 1, 1955	9,690
Jan. 1, 1956	44,310
Jan. 1, 1957	175,000
Jan. 1, 1958	428,000

Source: TV Age.

Advertiser Expenditures in Television by Years

Figures include time, talent and production costs ($ Millions)

1949	57.8
1950	170.8
1951	332.3
1952	453.9
1953	606.1
1954	809.2
1955	1,025.3
1956	1,209.9
1957	1,337.7

Source: McCann-Erickson and TvB. 1957 TvB estimate.

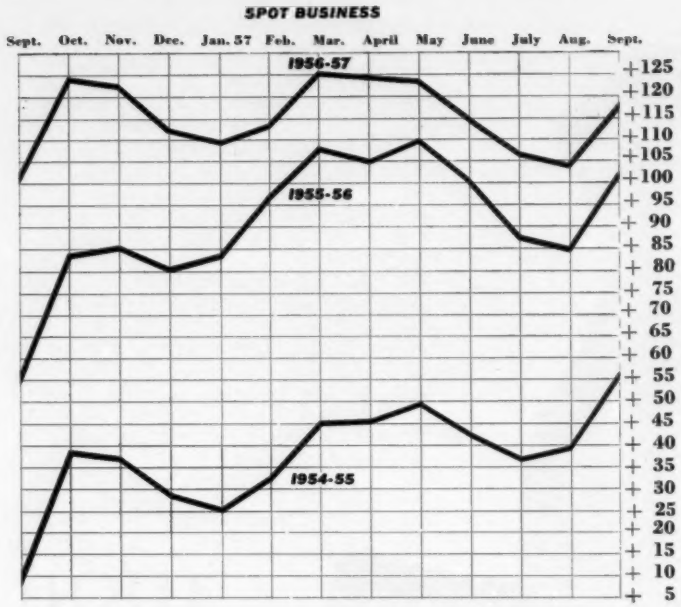
Revenue from Time Sales

($ Millions)

Does not include revenue from talent or production costs

	Network	Spot	Local	Total
1949	$ 10.8	$ 7.3	$ 9.5	$ 27.5
1050	35.0	25.0	30.4	90.5
1951	97.1	59.7	51.3	208.1
1952	137.7	80.2	65.3	283.1
1953	171.9	124.3	88.5	384.7
1954	241.2	176.7	120.1	538.1
1955	308.9	222.4	149.8	681.1
1956*	395.4*	289.2*	185.8*	870.3*
1957*	480.7*	354.8*	231.2*	1066.7*
1958*	530.3*	386.5*	268.0*	1184.8*

Source: FCC, except those marked *, which are TV AGE estimates.



Number of Operating, Commercial Stations

Jan. 1, 1948	17
Jan. 1, 1949	51
Jan. 1, 1950	97
Jan. 1, 1951	107
Jan. 1, 1952	108
Jan. 1, 1953	122
Jan. 1, 1954	334
Jan. 1, 1955	416
Jan. 1, 1956	449
Jan. 1, 1957	476
Jan. 1, 1958	495

FCC freeze on grants from Sept. 1948 to July 1952. Source: TV Age.

Number of Markets

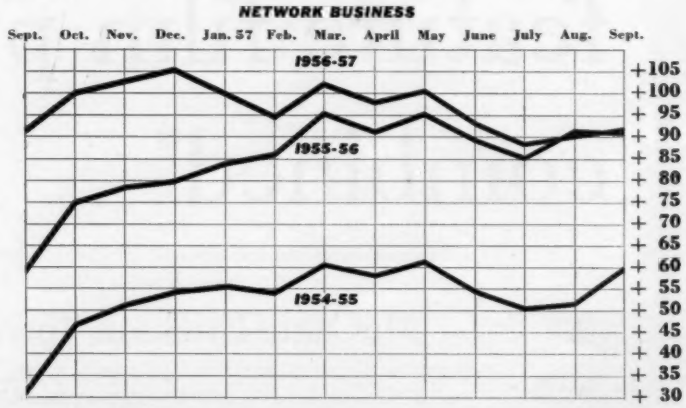
Jan. 1, 1949	28
Jan. 1, 1950	56
Jan. 1, 1951	61
Jan. 1, 1952	62
Jan. 1, 1953	73
Jan. 1, 1954	202
Jan. 1, 1955	265
Jan. 1, 1956	290
Jan. 1, 1957	304
Jan. 1, 1958	315

Source: TV Age.

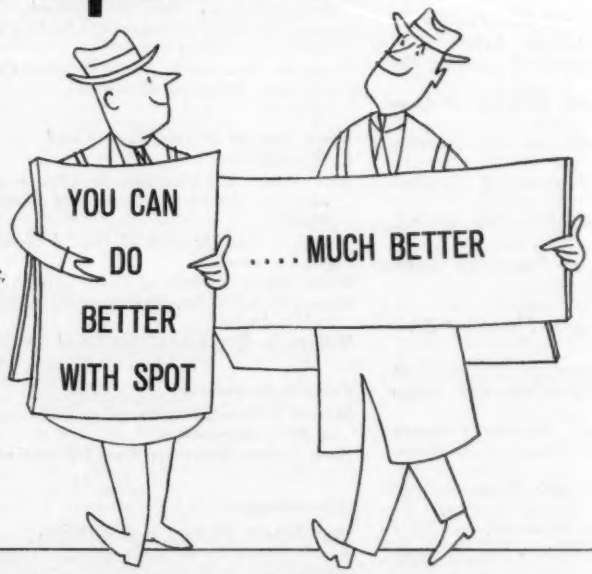
Business Barometer Index of Month-by-Month Revenue Changes

	Local	National Spot	Network
October, 1953 base	0	0	0
November	3.3	4.4	6.6
December	− 0.7	− 4.4	4.6
January, 1954	−10.1	− 7.4	1.9
February	1.6	4.8	3
March	14.3	14.2	12.9
April	7.5	0.3	− 2.4
May	2.3	6.7	4.7
June	− 4.0	− 5.2	− 6.1
July	− 7.2	− 9.3	− 3.6
August	− 2.2	− 3.4	2.2
September	5.9	9.0	7.7
October	26.5	27.8	15.2
November	− 2.5	− 0.5	4.6
December	0.2	− 8.3	2.9
January, 1955	− 6.5	− 3.2	1.5
February	1.7	7.1	− 1.7
March	15.9	12.4	6.7
April	1.7	0.5	− 2.7
May	2.9	3.8	3.3
June	− 6.4	− 6.9	− 6.4
July	− 2.8	− 5.5	− 4.3
August	− 1.9	2.4	1.1
September	9.9	16.2	8.2
October	13.7	27.7	14.9
November	-3.4	2.3	3.5
December	− 0.7	− 4.6	1.9
January, 1956	− 7.5	2.5	4.0
February	2.0	13.5	2.0
March	10.2	11.0	9.0
April	0.9	− 3.0	− 4.0
May	6.0	4.9	4.0
June	− 9.1	− 9.4	− 5.5
July	− 5.8	−13.2	− 4.5
August	3.9	− 2.3	6.1
September	5.1	16.6	− 0.2
October	20.1	22.0	9.1
November	− 0.7	− 1.6	2.4
December	− 5.0	− 9.8	2.9
January, 1957	−10.6	− 2.6	− 4.8
February	− 0.8	4.3	− 6.0
March	16.3	11.4	7.5
April	0.8	− 0.7	− 4.0
May	3.5	− 1.2	2.5
June	− 7.8	− 8.3	− 7.3
July	− 5.7	− 8.5	− 4.8
August	2.4	− 2.7	1.7
September	5.4	13.2	1.6
October	15.3	22.2	18.8

Source: TV Age.



from 1953 thru 1957 national advertisers invested over $1,000,000,000.00 in spot TV!



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Leonard Maskin, *Business Manager of Production Services, Television Network.*
Bernard Paulson, *Manager of Production Services, Television Network.*
Frederick Schuhmann, *Studio Services Coordinator, Television Network.*

News, Special Events, Sports and Public Affairs:

John Daly, *Vice President in Charge of News, Special Events, Sports and Public Affairs.*
Donald G. Coe, *Director of Special Events and Operations.*
Wiley Hance, *Manager of Public Affairs.*
Francis N. Littlejohn, *Director of News and Public Affairs.*
William A. Whitehouse, *Director of Sports.*

Press Information:

Michael J. Foster, *Vice President in Charge of Press Information.*
Hank Warner, *Director of Press Information.*

Advertising:

Dean Linger, *Director of Advertising.*
Adolph Seton, *Manager, On the Air Promotion.*

Continuity Acceptance:

Grace Johnsen, *Director of Continuity Acceptance.*

Sales:

Slocum Chapin, *Vice President in Charge of Client Relations.*
Thomas W. Moore, *Vice President in Charge of Television Network Sales.*
Alice Stamitis, *Director of Sales Service, Television Network.*
Henry T. Hede, *Administrative Manager, Television Network.*
William Mullen, *Sales Manager, Detroit Division, Television Network.*
Eugene C. Wyatt, *Eastern Sales Manager, Television Network.*

Station Clearance:

Donald S. Shaw Jr., *Director of Tv Station Clearance.*
Joseph Giaqunito, *Manager of Tv Station Clearance.*

Station Relations:

Alfred R. Beckman, *Vice President of Station Relations for Tv Network.*
Ralph Hatcher, *Regional Manager, Southeast: Virginia, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana, Washington, D.C., Baltimore, Philadelphia, Binghamton, N.Y.*
Malcolm B. Laing, *Regional Manager, North east: Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Maryland (not Baltimore), Delaware, Pennsylvania (not Philadelphia), West Virginia, Kentucky, Tennessee, Puerto Rico, Canada.*
Joseph Merkle, *Regional Manager, Mountain and Pacific: Idaho, Montana, Nevada, Arizona, Arkansas, California, New Mexico, Utah, Texas, Wyoming, Oregon, Washington, Oklahoma, Colorado, Honolulu, Alaska.*
Robert Coe, *Regional Manager, North Central: Ohio, Indiana, Michigan, Wisconsin, Illinois, Missouri, Nebraska, South Dakota, North Dakota, Iowa, Minnesota, Kansas.*

Research and Sales Development:

Donald Coyle, *Vice President of Research and Sales Development.*
Eugene Accas, *Vice President, Tv Sales Development.*
Julius Barnathan, *Director of Research.*
Bert Briller, *Director of Sales Development.*

ABC Film Sydication, Inc.—
1501 Broadway,
New York 36, N. Y.:

George T. Shupert, *President.*
Richard Morgan, *Vice President in Charge of Syndicated Sales.*
Philip Williams, *Vice President in Charge of Sales.*
John B. Burns, *Vice President and Director of National Sales.*
Lee Francis, *Manager of Advertising and Promotion.*
Joseph F. Greene, *Ass't to the Vice President*

in Charge of Syndicated Sales.
William L. Clark, *Vice President and Director of Western Sales Division.*
Raymond Fox, *Comptroller.*
Howard Anderson, *Midwest Sales Manager.*
Robert Dalchau, *Southern Sales Manager.*

WABC-TV—
7 West 66th St.,
New York 23, N. Y.:
Robert L. Stone, *Vice President in Charge.*
Rosario Calabrese, *Art Director.*
John Curtis, *Director of Sales Promotion and Research.*
Lawrence Eisenberg, *Publicity Director.*
G. Edward Hamilton, *Chief Engineer.*
Alvin L. Hollander Jr., *Program Director.*
Takashi Kako, *Film Director.*
Gordon Kunz, *Production Manager.*
Joseph Stamler, *Sales Manager.*

WBKB—20 North Wacker Dr.,
Chicago 6, Ill.:
Sterling C. Quinlan, *Vice President in Charge.*
Matthew Vieracker, *General Manager.*
William P. Kusack, *Manager, Engineering Department.*
Daniel Schuffman, *Program Manager.*
Ralph Andrews, *Manager, Film Department.*
John Fitzpatrick, *Production Manager.*
Clar Heider, *National Spot Sales Manager.*
James W. Beach, *Vice President and Director of Tv Network, Central Division.*
Harold Wettersten, *Sales Manager of Tv Network, Central Division.*
Elliott W. Henry Jr., *Director of Promotion and Publicity.*
Con O'Dea, *Manager of News and Special Events.*
Rex Maupin, *Director of Music,* WBKB *and ABC Central Division.*
Manuel Fingerhut, *Comptroller.*

WXYZ-TV—1700 Stroh Bldg.,
Detroit 26, Mich.:
James G. Riddell, *President and General Manager.*
John Pival, *Vice President for Tv.*
Harold Christian, *Vice President in Charge of Merchandising and Research.*
Joseph C. Cassel, *Controller.*
Ralph Dawson, *Tv Sales Manager.*
John Lee, *Studio Manager.*
Peter Strand, *Executive Producer.*
Elizabeth Ashton, *Traffic Manager.*
Charles Kocher, *Chief Engineer.*
Hal Gordon, *Musical Director.*

KABC-TV—ABC Television Center,
Hollywood 27, Calif.
Earl J. Hudson, *Vice President, Western Division.*
Selig J. Seligman, *Vice President,* KABC-TV.
M. Robert Adams Jr., *Executive Producer.*
Dorothy L. Brown, *Continuity Acceptance Editor, Western Division.*
Theodore Grenier, *Chief Engineer, Western Division.*
Elliot L. Alexander, *Manager of Advertising and Promotion, ABC-TV Network.*
Ernest E. Stern, *Director of Publicity, Tv Network, Western Division.*
Courtney McLeod, *Director of Network Traffic, Station Clearance and Tv Sales Service.*
Norma T. Olsen, *Director of Tv Program Operations.*
Mitchell Gamson, *ABC—Warner Bros. Coordinator.*
Rowe S. Giesen, *ABC—Disney Coordinator.*
John C. Wagner, *Controller, Western Division.*
Louis F. Sanman, *Tv Network Production Supervisor.*
Elton H. Rule, *Sales Manager,* KABC-TV.
J. Clifford Anderson, *Director of Labor Relations.*
Jack F. Brembeck, *Promotion Manager.*
Sanford C. Cummings, *Manager, Tv Program Department.*
Florence T. Schiro, *Personnel Director.*
Thomas M. Lufkin, *Program Service Manager, Tv Network, Western Division.*
Elizabeth P. Hartlane, *Guest Relations Supervisor.*
Howard H. Lipstone, *Film Director.*
Richard Loeb, *Manager of Production Service,* KABC-TV.
Allan E. Maynard, *Supervisor of General Services.*
Robert P. Myers, *Pacific Coast Counsel, ABC.*
Frank G. Ralston, *Network Film Director, ABC-TV.*
Peter G. Robinson, *Program Director,* KABC-TV.
Daniel P. O'Reilly, *News Director.*
Norman H. Sloane, *Sales Service Manager and Office Manager,* KABC-TV.

KGO-TV—277 Golden Gate Ave.,
San Francisco 2, Calif.:
John H. Mitchell, *Vice President in Charge of San Francisco Office.*
Vincent Francis, *Western Division Sales Manager, Tv Network.*
George Rice, *Program Director.*
Lorraine Pedersen, *Continuity Acceptance Editor.*
Harry Jacobs, *Chief Engineer and Building Maintenance Manager.*
Richard T. Parks, *Ass't Chief Engineer.*
Edith Kirby, *Traffic Manager.*
Chandler R. Meloy, *Tv Sales Operations Manager.*
Robert Mitchell, *Film Editor.*
David Sacks, *Sales Manager,* KGO-TV.
Allan W. Gilman, *Ass't Sales Manager* KGO-TV.
Yale Roe, *National Spot Sales Manager.*
Henry Saroyan, *Comptroller and Purchasing Agent.*
Edward Smith, *Production Manager.*
NOTE: The above San Francisco personnel handles both radio and television except where noted.

CBS Television—A Division of CBS, Inc.

485 Madison Ave., New York 22, N. Y. Telephone: Plaza 1-2345. Production Center, 524 W. 57th St., New York 19, N. Y. Judson 6-6000. Registered Telegraphic Address: CBSINC NEW YORK.

Officers:
Merle S. Jones, *President.*
William H. Hylan, *Vice President of Sales Administration.*
Thomas Dawson, *Vice President in Charge of Network Sales.*
Hubbell Robinson Jr., *Executive Vice President in Charge of Network Programs.*
Harry G. Ommerle, *Vice President in Charge of Network Programs, New York.*
Robert Weitman, *Vice President in Charge of Program Development.*
Alfred J. Scalpone, *Vice President in Charge of Network Programs, Hollywood.*
H. Leslie Atlass, *Vice President in Charge of Central Division.*
Oscar Katz, *Vice President in Charge of Daytime Programs.*
Edward Saxe, *Vice President in Charge of Operations.*
W. Spencer Harrison, *Vice President and Business Manager of Talent and Contract Properties.*
Philip Feldman, *Vice President, Talent and Contract Properties.*
Herbert V. Akerberg, *Vice President in Charge of Station Relations.*
William B. Lodge, *Vice President of Engineering and Station Relations.*
Edmund Bunker, *Vice President and Director of Station Relations.*
Leslie Harris, *Vice President and General Manager, CBS Television Film Sales, Inc.*
Howard S. Meighan, *Vice President in Charge of Western Division.*
Craig Lawrence, *Vice President in Charge of CBS-Television Owned Stations.*
William J. Flynn, *Controller.*

Programs:
Hubbell Robinson Jr., *Executive Vice President in Charge of Network Programs.*
Harry G. Ommerle, *Vice President in Charge of Network Programs, New York.*
Robert Weitman, *Vice President in Charge of Program Development.*
Lester Gottlieb, *General Executive.*
Alfred J. Scalpone, *Vice President in Charge of Network Programs, Hollywood.*
Oscar Katz, *Vice President in Charge of Daytime Programs.*
Edwin S. Friendly Jr., *Director of Daytime Programs.*
Bertram Berman, *Director of Daytime Program Development.*
Marlo Lewis, *Executive Producer, Music and Variety Programs.*
Gilbert A. Ralston, *Director of Network Programs, New York.*
Richard Lewine, *Executive Producer.*
E. Carlton Winckler, *Director of Production Operation.*
Robert D. Martin, *Director of Talent and Casting, New York.*
Milo Frank, *Director of Casting and New Talent, Hollywood.*
William Morwood, *Executive Producer.*
Ray Crosset, *Executive Editor.*
Ed Roberts, *Eastern Story Editor.*
John Hundley, *Manager, Program Service.*
Edward Montagne, *Production Manager of Film Programs.*
Robert Milford, *Associate Production Manager.*

Network Sales:
William H. Hylan, *Vice President of Sales Administration.*
Thomas H. Dawson, *Vice President in Charge of Network Sales.*
George E. Klayer, *Network Sales Manager.*
Sam K. Maxwell, *Eastern Sales Manager.*
Roland Blair, *Midwest Sales Manager.*
Charles R. Sterritt, *Detroit Sales Manager.*

CBS TELEVISION

William J. Fagan, *Business Manager.*
Robert Hoag, *Program Sales Manager.*
Edward F. Lethen Jr., *Director of Network Sales Development.*
George Zurich, *Sales Service Manager.*
Robert Pike, *Ass't Sales Service Manager.*
Terrence McGuirk, *Sales Manager, Extended Market Plan.*
George A. Kolpin, *Contract Manager.*

Operations:
Edward Saxe, *Vice President in Charge of Operations.*
Henry Grossman, *Director of Operations.*
R. G. Thompson, *Director of Technical Operations.*
H. C. Meier, *Manager of Network Operations.*
Walter R. Pierson, *Manager of Production Operations.*
Albert J. Raymond, *Manager of Theatre and Stage Operations.*
Anthony Boschetti, *Manager of Procurement.*
Paul Wittlig, *Manager of New Effects Development.*
Orville Sather, *Manager of Technical Operations.*
H. Grant Theis, *Director of Operations, Hollywood.*
Herbert O. Phillips, *Art Director, Scenery Design.*
Georg Olden, *Director of Graphic Arts Division.*
George Lehman, *Manager of Scenery Construction.*
Lawrence B. Gumbinner, *Traffic Manager.*
M. Clay Adams, *Manager of Film Productions Operations.*
Clement Stigdon, *Ass't Manager of Film Productions.*
Gordon Shadwick, *Manager of Film Service Operations.*
Lee Hon, *Ass't Manager.*

Station Relations:
William B. Lodge, *Vice President of Engineering and Station Relations.*
Herbert V. Akerberg, *Vice President in Charge of Station Relations.*
Edmund Bunker, *Vice President and Director of Station Relations.*
Carl Ward, *National Manager, Station Relations.*
Robert Wood, *Manager of Contracts and Records Division.*
Robert Jamieson, *Manager, Station Contacts.*
Bert Lown, *Western Manager of Station Relations—Washington, Oregon, California, Nevada, Arizona, New Mexico, Utah, Idaho, Wyoming, Montana.*
Ed Scovill, *Midwest Manager of Station Relations—North Dakota, South Dakota, Minnesota, Nebraska, Iowa, Kansas, Missouri, Oklahoma, Texas, Louisiana, Arkansas, Tennessee, Kentucky, Illinois, Indiana, Ohio, Wisconsin, Michigan.*
David R. Williams, *Eastern Manager of Station Relations—Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, Pennsylvania, Maryland, West Virginia, Virginia, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Delaware, New Jersey.*

Press Information:
Charles J. Oppenheim, *Director of Information Services.*
Larry Lowenstein, *Director of Press Information, New York.*
James J. Kane, *Director of Press Information, Hollywood.*
Robert F. Blake. *Director of Exploitation, Hollywood.*
Dorothy Leffler, *Manager of Magazine Division.*
Harry J. Feeney, *Manager of Business and Trade News*

Research:
Jay Eliasberg, *Director of Research.*
Leonard DeNooyer, *Manager of Coverage.*
Rose Marie O'Reilly, *Manager of Ratings.*
Tore Hallonquist, *Manager of Program Analysis.*

Engineering:
William B. Lodge, *Vice President of Engineering and Station Relations.*
A. B. Chamberlain, *Chief Engineer.*
H. A. Chinn, *Chief Audio-Video Engineer*
J. D. Parker, *Chief Radio Engineer.*

Network Services—Hollywood:
Howard S. Meighan, *Vice President in Charge of Western Division.*
Lester H. Bowman, *Director of Physical Operations, Hollywood.*
James Melick, *Director of Production Administration, Hollywood.*

CBS Television Spot Sales:
John A. Schneider, *General Manager.*
Ben Margolis, *Business Manager.*
Robert F. Davis, *Research Manager.*
Walter Stein, *Ass't Research Manager.*
Bruce Bryant, *Eastern Sales Manager.*
W. Thomas Dawson, *Director of Sales Promotion.*
Frank Elliott Jr., *Director of Sales Development.*
Arthur C. Elliott, *Midwestern Sales Manager.*
Edward A. Larkin, *Los Angeles Manager.*
John White, *San Francisco Manager.*
Richard R. Loftus, *Detroit Manager.*
H. H. Holtshouser, *Atlanta Manager.*

CBS Television Film Sales, Inc.:
Leslie Harris, *Vice President and General Manager.*
John Howell, *General Sales Manager.*
Fred Mahlstedt, *Director of Operations and Production.*
Eugene Moss, *Sales Promotion Manager.*
Walter Scanlon, *Merchandising Manager.*
Anthony C. Bartley, *London Representative.*
Gloria Lesser, *Manager of Sales Service.*

Advertising and Sales Promotion:
William Golden, *Creative Director.*
John P. Cowden, *Operations Director.*
Robert Strunsky, *Copy Chief.*
Alex Kennedy, *Director of Program Promotion.*
George Bristol, *Director of Sales Presentations.*
Thomas Means, *Director of CBS-Owned Television Stations Promotion Service.*
Edward Side, *Production Manager.*

Business Affairs:
W. Spencer Harrison, *Vice President and Business Manager of Talent and Contract Properties.*
Merritt H. Coleman, *Director of Business Affairs.*
Philip Feldman, *Vice President, Business Affairs, Hollywood.*
Leo Lefcourt, *Assistant Director of Business Affairs, Hollywood.*
Henry Howard, *Director of Music Operations.*

Editing:
Herbert A. Carlborg, *Director.*
William Howard Tankersley, *Manager of Editing, Hollywood.*

Accounting:
William J. Flynn, *Controller.*
Norman C. Hadley, *Director, Accounting Operations.*

Television Enterprises:
Sydney Rubin, *Director.*
Murray Benson, *Sales Manager.*

CBS, INC.:

News
Sig Mickelson, *Vice President.*
John F. Day, *Director of News.*
Henry Wefing, *Executive Assistant to Director of News.*
Irving Gitlin, *Director of Public Affairs.*
John Jefferson, *Assistant Director of Public Affairs.*
Paul Levitan, *Director of Special Events.*
Elmer Lower, *Director of Special Projects.*
William C. MacPhail, *Director of Sports.*
Howard Kany, *Manager of Newsfilm.*
Jack Bush, *Manager of Film Production.*
Robert Hess, *Manager of Motion-picture Photography, Newsfilm Production Dept.*
George Crothers, *Director of Public-Service Programs.*
James Burke, *Assignment Manager, CBS News.*
David Zellmer, *Executive Producer for Television CBS News.*
Robert Skedgell, *Executive Producer for Radio CBS News.*
Ralph Backlund, *Executive Producer for Radio Public Affairs.*
Helen Sioussat, *Director of Talks.*
Theodore F. Koop, *Director of News and Public Affairs, Washington.*
James Connors, *Budget Control Officer.*

Construction and Building Operations:
Louis R. LaPorte, *General Manager, Construction and Building Operations.*
H. W. Van Wagenen, *Manager, Construction Operations.*
James Swenson, *Manager, Building Operations.*
Jack Page, *Manager, Building Services.*

Real Estate:
Milton Maier, *General Manager.*

Office Services:
A. H. Bryant, *Manager.*
Laurette Banks, *Supervisor, Ticket Bureau.*

Personnel Relations:
Robert Kalaidjian, *Director.*
Charles Burt, *Personnel Administrator.*
Dr. Jack Nelson, *Director, Medical Office.*
John Anderson, *Personnel Records and Research Manager.*
Richard Stanley, *Employment Manager.*

Reference:
William C. Ackerman, *Director.*
May Dowell, *Manager, General Information.*
Esther H. Dobbins, *Manager, Program Information Division.*
Dorothy E. Boyle, *Manager, Program Statistics Division.*

Photography:
Walter I. Seigal, *Manager.*
Gerard Urgo, *Assistant Manager.*

Purchasing:
John E. Forsander, *Director of Purchases.*
Edward Drewes, *Purchasing Agent.*

CBS-Owned Television Stations:
Craig Lawrence, *Vice President in Charge.*

WCBS-TV—485 Madison Ave., New York 22, N. Y.:
Sam Cook Digges, *General Manager.*
Norman Walt, *General Sales Manager.*
Clarence Worden, *Assistant to General Manager.*
Hal Hough, *Program Director.*
Robert Patt, *Advertising & Promotion Manager*

William C. Lacey, *Film Manager.*
Robert Fuller, *Publicity Director.*

WBBM-91—630 N. McClure Court, Chicago, Ill.:

H. Leslie Atlass, *Vice President, Central Division.*
George J. Arkedis, *Sales Manager.*
William Ryan, *Program Manager.*
Eugene McClure, *Traffic Manager.*
Frank Atlass, *Executive Producer.*
Herbert Grayson, *Publicity Director*
Al Pierce, *Chief Engineer.*

KNXT—1313 North Vine St., Los Angeles 28, Calif.:

Clark B. George, *General Manager.*
George Moskovics, *Executive Assistant.*
Robert D. Wood, *Sales Manager.*
Donald M. Hine, *Program Manager.*
Dean Linger, *Director of Sales Promotion and Publicity.*
Don Rosenquest, *Manager of Operations and Traffic.*
Frank Seitz, *Engineer in Charge of Transmitter.*
William Whitley, *Director of Public Affairs and Special Events.*
Sam Zellman, *Director of KNXT News and West Coast Manager of CBS-TV News.*
Larry Lazarus, *Business Manager.*

WXIX—5445 North 27th St., Milwaukee, Wis.:

Frank J. Shakespeare, Jr., *General Manager.*
John L. Drew, *Program Director.*
Richard P. Hogue, *Sales Manager.*
John Lathrop Viemeister, *Business Manager.*
Walter A. Wesley, *Chief Engineer.*
Robert H. Van Roo, *Promotion Manager.*

Federal Communications Commission

New Post Office Building, Washington 25, D. C. Telephone: Executive 3-3620

FCC Commissioners and Staffs:

John C. Doerfer, *Chairman* (Rep., Wis.—1953-1961).
Legal Ass't: Evelyn F. Eppley; *Engineering Ass't:* James B. McElroy; *Administrative Ass't:* Joseph M. Sitrick; *Confidential Ass't:* Patrick C. Siemien; *Secretaries:* Mary L. Moose, Mattie P. Henderson, Irene Cline, Nancy Maher, Margaret White.
Rosel H. Hyde, *Commissioner* (Rep., Idaho—1946-1959).
Legal Ass't: Dee W. Pincock; *Confidential Ass't:* Vera F. Nordness; *Secretaries:* Jane T. Hungerford, Iona Wickham.
Robert T. Bartley, *Commissioner* (Dem., Tex.—1952-1958).
Legal Ass't: Max D. Paglin; *Engineering Ass't:* Horace E. Slone; *Confidential Ass't:* Farrell McGonigal; *Secretaries:* Isolene Corbett, Ethel Lonergan, Corinne Totten.
Robert E. Lee, *Commissioner* (Rep., Ill.—1953-1960).
Legal Asst: Thomas J. Dougherty; *Engineering Ass't:* Robert G. Weston; *Defense Coordinator:* Harland R. Morris; *Confidential Ass't:* K. Lois Welch; *Secretaries:* Phyllis Hancock, Rose Marie Borda.
Richard A. Mack, *Commissioner* (Dem., Fla.—1955-1962).
Legal Ass't: H. Earl Barber; *Engineering Ass't:* John E. Doane; *Confidential Ass't:* Frances K. Kreeger; *Secretaries:* Lillian A. Watson, Frankie L. Fox.
T. A. M. Craven, *Commissioner* (Dem., Va.—1956-1963).
Legal Ass't: Robert M. Koteen; *Engineering Ass't:* William H. Watkins; *Confidential Ass't:* Margaret S. Preston; *Secretaries:* Elizabeth Lindsley, Elizabeth N. Harris.
Frederick W. Ford, *Commissioner* (Rep., W. Va.—1957-1964).
Engineering Ass't: Daniel Jacobsen; *Confidential Ass't:* Emma C. Burke; *Secretary:* Helen Melnick.

Field Engineering and Monitoring Bureau:

George S. Turner, *Chief;* Francis Keefe, *Administrative Ass't;* John H. McAllister, *Attorney Advisor.*
Field Operating Division—Frank M. Kratokvil, *Chief and Ass't Chief of Bureau;* Lee R. Dawson, *Ass't Chief of Div.*
Inspection and Examination Division—Paul H. Herndon Jr., *Chief.*
Engineering Division—Floyd W. Wickenkamp, *Chief;* Alfred H. Brodie, *Ass't Chief and Chief of Technical Operations Branch;* Noble C. Shumway Jr., *Chief, Antenna Survey Branch.*
Monitoring Division—Irving L. Weston, *Chief.*

Field Engineering and Monitoring Bureau Offices:

District 1: Customhouse, Boston, Mass.; Hubbard 2-6200; Nathan A. Hallenstein, *Engineer-in-Charge.*
District 2: Federal Building, New York City; Watkins 4-1000; (Vacancy), *Engineer-in-Charge.*
District 3: U. S. Customhouse, Philadelphia, Pa.; Market 7-6000; Roger E. Phelps, *Engineer-in-Charge.*
District 4: McCawley Building, Baltimore, Md.; Plaza 2-8460; Hyman A. Cohen, *Engineer-in-Charge.*
District 5: Federal Building, Norfolk, Va.; Madison 2-4963; Edward Bennett, *Engineer-in-Charge.*
District 6: Atlanta National Building, Atlanta, Ga.; Walnut 4121; Arthur T. Cline Jr., *Engineer-in-Charge.*
Suboffice, Post Office Building, Savannah, Ga.; Savannah 2-7602; Paul W. Gilligan, *Radio Engineer.*
District 7: Federal Building, Miami, Fla.; Miami 9-3900; Arthur G. Gilbert, *Engineer-in-Charge.*
Marine Office, Post Office Building, Tampa, Fla.; Tampa 2-1773; Alfred L. Ritter, *Marine Supervisor.*
District 8: Federal Office Bldg., New Orleans, La.; Express 2411; Walter M. Hammond, *Engineer-in-Charge.*
Suboffice, U. S. Courthouse and Customhouse, Mobile, Ala.; Mobile 2-3641; George E. Franklin, *Radio Engineer.*
District 9: U. S. Appraisers Building, Houston, Tex.; Woodcrest 1906; Everett H. Marshall, *Engineer-in-Charge.*
Suboffice, Post Office Building, Beaumont, Tex.; Terminal 2-8141; Eric D. Coburn, *Radio Engineer.*
District 10: U. S. Terminal Annex Building, Dallas, Tex.; Sterling 5611; Gerald M. Howard, *Engineer-in-Charge.*
District 11: Post Office and Courthouse Building, Los Angeles, Cal.: Madison 5-7411; Bernard H. Linden, *Engineer-in-Charge.*
Suboffice, U. S. Customhouse and Courthouse Building, San Diego, Cal.; Belmont 4-6211; Vergne L. Hoke, *Radio Engineer.*
Marine Office, Room 326, U. S. Post Office and Courthouse Bldg., San Pedro, Cal.; Terminal 2-2389; William E. Clyne, *Marine Supervisor.*
District 12: Customhouse, San Francisco, Cal.; Yukon 6-4141; Francis V. Sloan, *Engineer-in-Charge.*
District 13: New U. S. Courthouse, Portland, Ore.; Atwater 6171; Joseph H. Hallock, *Engineer-in-Charge.*
District 14: Federal Office Bldg., Seattle, Wash.; Mutual 3300; Herbert H. Arlowe, *Engineer-in-Charge.*
District 15: Customhouse, Denver, Colo.; Keystone 4-4151; Andrew Bahley, *Engineer-in-Charge.*
District 16: Uptown Post Office and Federal Courts Bldg., St. Paul, Minn.; Capital 2-8011; Donald A. Murray, *Engineer-in-Charge.*
District 17: Federal Office Bldg., Kansas City, Mo.; Baltimore 1-7000; Harold W. Bourell, *Engineer-in-Charge.*
District 18: U. S. Courthouse, Chicago, Ill.; Harrison 7-4700; H. D. Hayes, *Engineer-in-Charge.*
District 19: New Federal Bldg., Detroit, Mich.; Woodward 3-9330; Edwin S. Heiser, *Engineer-in-Charge.*
District 20: U. S. Post Office, Buffalo, N. Y.; Washington 1744; Paul A. Holloway, *Engineer-in-Charge.*
District 21: Federal Bldg., Honolulu, Hawaii; Honolulu 5-2931; Paul R. Fenner, *Engineer-in-Charge.*
District 22: Federal Building, San Juan, Puerto Rico; San Juan 2-4562; Eugene W. Klein, *Engineer-in-Charge.*
District 23: U. S. Post Office and Courthouse, Anchorage, Alaska; Anchorage 2-5501; Harold D. DeVoe, *Engineer-in-Charge.*
District 24: 415 22nd Street, N.W., Washington, D. C.: Executive 3-3620; x229, x230, Alfred H. Kleist, *Engineer-in-Charge.*

Common Carrier Bureau:

John J. Nordberg, *Chief;* Fred W. Clayton, *Ass't Chief;* Irene M. Durgin, *Administrative Ass't.*
Telephone Division—Bernard Strassburg, *Acting Chief.*
Telegraph Division—John R. Lambert, *Chief.*
International Division—Marion H. Woodward, *Chief.*
Domestic Radio Facilities Division—Arthur A. Gladstone, *Chief.*
License Bureau—Betty Ferro, *Chief.*
Office of Accounting Systems—Robert E. Stromberg, *Chief.*
Office of Field Coordinator—Charles R. Makela, *Chief.*

Safety and Special Radio Services Bureau:

Office of the Bureau Chief—Curtis B. Plummer, *Chief;* Marshall S. Orr, *Ass't Chief;* Ezra Chambers, *Administrative Ass't;* Edward F. Giovannetti, *Chief, Control Section.*
Law, Enforcement, and Procedures Office—Irving Brownstein, *Chief;* J. Russel Smith, *Ass't Chief.*
Aviation Division—John R. Evans, *Chief;* Donald Mitchell, *Chief, International and Systems Planning Branch;* William B. Hawthorne, *Chief, Station and Frequency Utilization Branch;* Anne B. Richmond, *Chief, Aviation Service Group.*
Industrial Division—Daniel H. Arnold, *Chief;* Charles A. Higginbotham, *Acting Chief, Authorization and Administration Branch;* Virginia E. Hughes, *Chief, Industrial Service Group.*
Land Transportation Division—Glen E. Nielsen, *Chief;* Ivan H. Loucks, *Ass't Chief;* Charles R. Weeks, *Chief, Services Administration Branch;* Myrtle R. McMahan, *Chief, Land Transportation Service Group.*
Marine Division—William N. Krebs, *Chief;* Harold Woodyard, *Chief, Safety Facilities Branch;* Helen Luber, *Chief, Marine Ser-*

vice Group.

Public Safety and Amateur Division—George K. Rollins, *Chief;* John J. McCue, *Chief, License Administration and Service Regulation Branch;* Harry Ross Jr., *Chief, Rules, Standards and Planning Branch;* Marie Boggan, *Chief, Public Safety Service Group;* Frank Gentile, *Chief, Amateur Service Group.*

Broadcast Bureau:

Harold G. Cowgill, *Chief;* James E. Barr, *Ass't Chief;* John C. Harrington Sr., *Attorney;* Estelle J. Bunn, *Administrative Ass't.*

Broadcast Facilities Division:

Walther W. Guenther, *Chief;* Robert F. Braden, *Accountant.*

TV Applications Branch—Martin I. Levy, *Chief;* Samuel L. Saady, Allen Cordon, John P. Cole Jr., Isadore A. Honig, Donald P. MacDonald, *Attorneys;* Daniel Jacobson, Willard L. Beale, Clayton W. Hanson, Harold G. Kelley, Rex H. Wilson, Al. J. Ginkel, Paul B. Duncan, Kenneth M. Hedrick, *Engineers.*

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Paul Hancock:
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Elmore B. Lyford:
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WLW-T, WLW-C, WLW-D, WWJ-TV, WOOD-TV, WSAZ-TV, WAVE-TV, WMCT, WTMJ-TV, WSPD-TV.
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10 Columbus Circle, New York 19, N.Y. Telephone: Judson 2-7300

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Hollywood, Cal.:
8721 Sunset Blvd.; Olive 2-7222;
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Television Bureau of Advertising

444 Madison Avenue, New York 22, N. Y. Telephone: Murray Hill 8-0215
Western Division: 369 Pine Street, San Francisco 4, Cal., Telephone: Yukon 2-6332.

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E. K. Jett, WMAR-TV Baltimore, Md.
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Bernard Barth, *Chairman*, WNDU-TV South Bend, Ind.
Ernest Sanders, WOC-TV Davenport, Iowa.
Joe Baisch, WREX-TV Rockford, Ill.

Northwest:

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Frank Fogarty, WOW-TV Omaha, Neb.
G. Bennett Larson, KTVT Salt Lake City, Utah.
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Tv stations represented:

ABC Western Regional Network. See ABC-TV.

Airspot Sales

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Tv stations represented:

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Tv stations represented:

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Detroit 26; Suite 1446 National Bank Bldg.; WOodward 1-9607; Glenn W. Gilbert

Tv stations represented:

WBOY-TV Clarksburg-Fairmont-Morgantown, W. Va.
WGAN-TV Portland, Me.
WSTV-TV Steubenville, O.-Wheeling, W. Va.
WILK-TV Wilkes-Barre-Scranton, Pa.
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KDAL-TV Duluth-Superior, Wis.
WKZO-TV Grand Rapids-Kalamazoo, Mich.
KODE-TV Joplin, Mo.-Pittsburg, Kans.
KOLN-TV Lincoln, Neb.
KATV Little Rock-Pine Bluff, Ark.
KWTV Oklahoma City, Okla.
WIBW-TV Topeka, Kan.
KTUL-TV Tulsa-Muskogee, Okla.
KWWL-TV Waterloo-Cedar Rapids, Mich.
WJBF Augusta, Ga.
WESH-TV Daytona Beach-Orlando, Fla.
WATE-TV Knoxville. Tenn.
WMAZ-TV Macon, Ga.
WKRG-TV Mobile, Ala.
WVEC-TV Norfolk-Hampton, Va.
WSLS-TV Roanoke, Va.
WTOC-TV Savannah, Ga.
KHSL-TV Chico, Cal.
KLRJ-TV Las Vegas-Henderson, Nev.
KUTV Salt Lake City, Utah
KVAR Phoenix, Ariz.
KXLY-TV Spokane, Wash.

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414 Glenn Bldg., 120 Marietta St., Atlanta, Ga.; JAckson 5-0459; James S. Ayers, *owner;* Mrs. Ruth W. Webb, *office manager*

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WALB-TV Albany, Ga.
WTVM-TV Columbus, Ga.
WINK-TV Fort Myers, Fla.
WSUN-TV St. Petersburg, Fla.
WEAT-TV West Palm Beach, Fla.
WCBI-TV Columbus, Miss.
WLOS-TV Asheville, N. C.
WMFD-TV Wilmington, N. C.
WITN-TV Washington, N. C.
KCMC-TV Texarkana, Tex.
Channel 9 Chattanooga, Tenn.

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Kansas City 6; 2201 Grand Ave.; BAltimore 1-5175; Miss M. Marian
Los Angeles; 1050 Montecito Dr.; CApitol 5-3526; Joyce Evans

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Tv stations represented:

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KCEN-TV Temple-Waco, Tex.
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KSYD-TV Wichita Falls, Tex.
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WAFB-TV Baton Rouge, La.
WLBR-TV Lebanon-Lancaster, Pa.
WCTV Tallahassee, Fla.-Thomasville, Ga.
WPTV West Palm Beach, Fla.
KFEQ-TV St. Joseph, Mo.
WSAV-TV Savannah, Ga.
WPTZ-TV Plattsburgh, N. Y., Burlington, Vt.
KIDO-TV Boise, Ida.
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KFYR-TV Bismarck-Williston, N. Dak.
KBES-TV Medford, Ore.
KIEM-TV Eureka, Cal.
KOTI-TV Klamath Falls, Ore.

Blair-Tv

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Branch Offices:

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Detroit 26; 617 Book Bldg.; WOodward 1-6030; Gabriel Dype, *manager*
Los Angeles 5; 3460 Wilshire Blvd.; DUnkirk 1-3811; Frank Moreland, *manager*
San Francisco 4; 2504 Russ Bldg.; YUkon 2-7068; Lindsey Spight, *vice president & manager*
St. Louis; 937 Paul Brown Bldg.; CHestnut 1-5686; Richard Quigley Jr., *manager*

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WHDH-TV Boston, Mass.
WBKB Chicago, Ill.
WCPO-TV Cincinnati, O.
WEWS Cleveland, O.
WBNS-TV Columbus, O.
KFJZ-TV Dallas-Fort Worth, Tex.
WXYZ-TV Detroit, Mich.
KFRE-TV Fresno, Cal.
WFBG-TV Johnstown-Altoona, Pa.
KTTV Los Angeles, Cal.
WMCT Memphis, Tenn.
WDSU-TV New Orleans, La.
WABC-TV New York, N. Y.
WOW-TV Omaha, Neb.
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KGW-TV Portland, Ore.
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WHP-TV Harrisburg, Pa.
WISH-TV Indianapolis, Ind.
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WTHI-TV Terre Haute, Ind.
KKTV Colorado Springs, Col.
WLEX-TV Lexington, Ky.
WARM-TV Scranton, Pa.
KOAT-TV Albuquerque, N. Mex.
KOSA-TV Odessa, Tex.

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Tv station represented:
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Atlanta 3; Rhodes-Haverty Bldg.; JAckson 2-3025; H. L. Ralls, *vice president*
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WHYN-TV Springfield, Mass.
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WDEF-TV Chattanooga, Tenn.
KRLD-TV Dallas, Tex.
KROD-TV El Paso, Tex.
WCHS-TV Charleston, W. Va.
KVOA-TV Tucson, Ariz.
WRDW-TV Augusta, Ga.
KMGM-TV Minneapolis, Minn.
KDUB-TV Lubbock, Tex.
KPAR-TV Abilene-Sweetwater, Tex.
WITI-TV Milwaukee, Wis.
KEDY-TV Big Spring, Tex.

Mary A. Briley

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Tv stations represented:
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KSPR-TV Casper, Wyo.

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Branch offices:
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Atlanta; 101 Marietta St. Bldg.; JAckson 3-7797; Bill McRae, *vice president*
New Orleans; 910 Royal St.; CAnal 3917; Clarke R. Brown, *manager;* Tom Craig
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KTEN Ada, Okla.
KVII-TV Amarillo, Tex.
KSIX-TV Corpus Christi, Tex.
KTSM-TV El Paso, Tex.
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KLFY-TV Lafayette, La.
WTVY Dothan, Ala.
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KGUN-TV Tucson, Ariz.

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Tv stations represented: (Minneapolis-St. Paul)
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KDLO-TV Florence, S. Dak. (satellite of KELO-TV)
KPLO-TV Reliance, S. Dak. (satellite of KELO-TV)
KNOX-TV Grand Forks, N. Dak.
WDSM-TV Duluth, Minn.

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San Francisco; 703 Market St.; EXbrook 2-6685; Herb Stiller, San Francisco *manager*
Hollywood: 6606 Selma Ave.; HOllywood 3-7194; Sam Elkins, Los Angeles *manager*

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WATR-TV Waterbury, Conn.

Burn-Smith Company Inc.

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Branch offices:
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San Francisco 4; 110 Sutter St.; SUtter 1-7971; William E. Gilmore, *manager*
Los Angeles 57; 672 S. Lafayette Park Place; DUnkirk 2-3200; Harlan G. Oakes, *Pacific coast manager*

Tv station represented:
WFLB-TV Fayetteville, N. C.

Caribbean Networks Inc.

200 W. 57th St., New York 19, N. Y.; CIrcle 7-8224; A. M. Martinez, *president;* Juan J. Cerna, *vice president;* Mildred R. Chafey, *secretary-treasurer*

Tv stations represented:
Cuba
CMQ-TV network—6 stations
El Salvador
YSEB-TV San Salvador
Panama
RPC-TV Colon, RPC-TV Panama City
Puerto Rico
WABA-TV San Juan

CBS Television Spot Sales (Columbia Broadcasting System)

485 Madison Ave., New York 22, N. Y.; PLaza 1-2345; John A. Schneider, *general manager;* Bruce R. Bryant, *eastern sales manager*

Branch offices:
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Detroit 2; 932 Fisher Bldg.; TRinity 2-5500; Richard R. Loftus
Los Angeles 28; 1313 N. Vine St.; WEbster 8-3011; Edward A. Larkin
San Francisco 5; Palace Hotel; YUkon 2-7000; John H. White
Atlanta 8; 805 Peachtree Bldg. N. E.; Trinity 5-6677; H. H. Holtshouser

Tv stations represented:
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KNXT Los Angeles, Cal.
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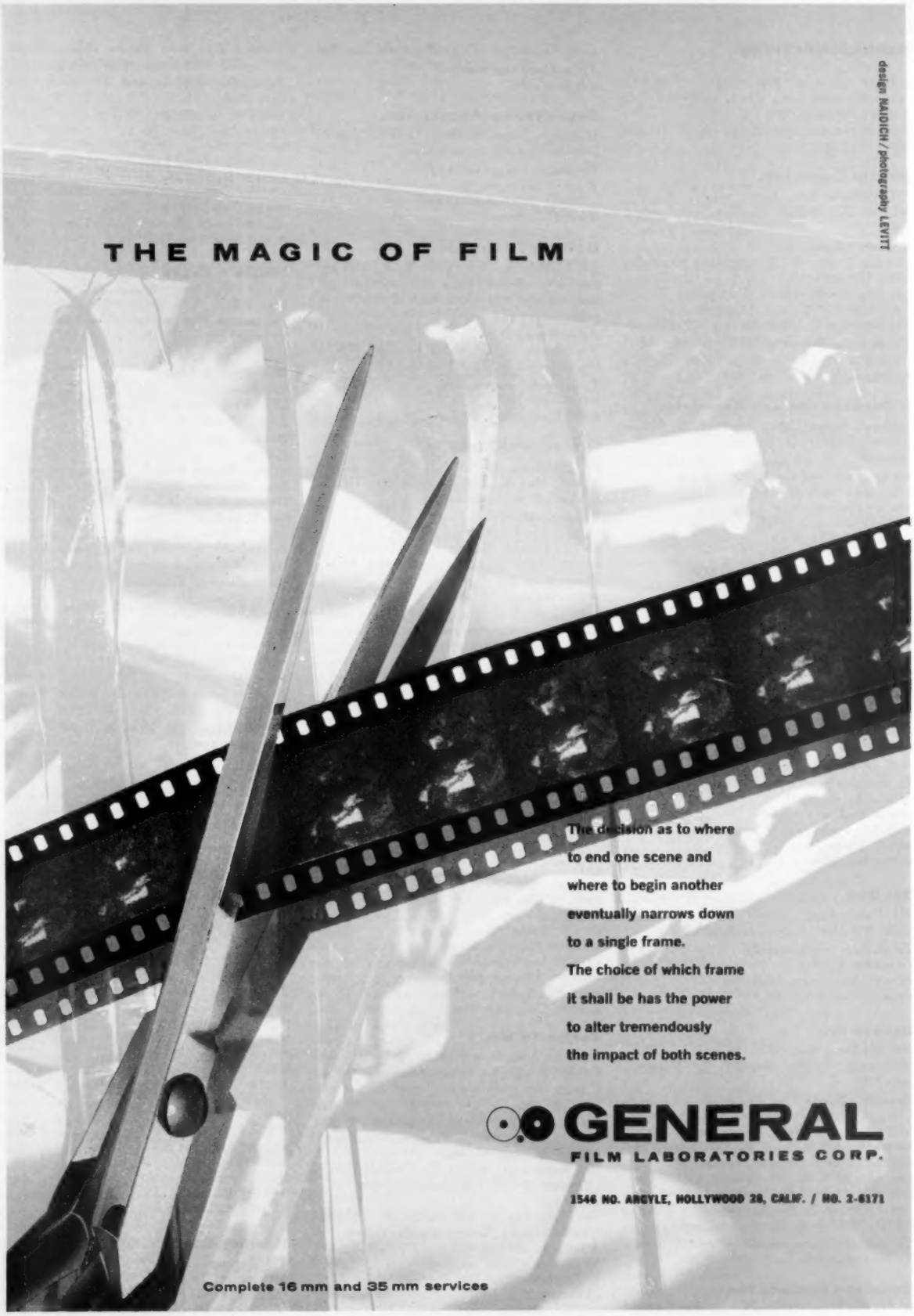
KSL-TV Salt Lake City, Utah
WTOP-TV Washington, D. C.
WMBR-TV Jacksonville, Fla.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331 Madison Ave., New York 17, N. Y.; MUrray Hill 2-7270; Donald Cooke, *president*

Branch offices:
Chicago 1; 205 W. Wacker Dr.; STate 2-5096; Hooper Jones
Los Angeles 48; 111 N. La Cienega Blvd.; CRestview 5-2022; Lee O'Connell
San Francisco 4; 110 Sutter St.; John Palmer

Tv stations represented:
WKTV Utica, N. Y.
KGEZ-TV Kalispell, Mont.

H Quenton Cox and Associates

Terminal Sales Bldg., Portland 5, Ore.; CApital 8-5191; H Quenton Cox, *owner-manager*

Tv stations represented:
(Portland area only)
KHQ-TV Spokane, Wash.
KMSO-TV Missoula, Mont.
KOMO-TV Seattle, Wash.

Crosley Broadcasting Corp.

140 W. 9th St., Cincinnati 2, O.; CHerry 1-1822; J. D. Shouse, *chairman of the board;* R. E. Dunville, *president & general manager;* John T. Murphy, *vice president,* television

Branch offices:
New York 22; 3 E. 54th St.; PLaza 1-5353; H. P. Lasker, *vice president, sales;* Gene Sumner, *tv sales manager, eastern division*
Chicago 1; 360 N. Michigan Ave.; STate 2-6693; Harry Albrecht, *vice president, central division;* Robert Reisinger, *tv sales manager, central division*

Tv stations represented:
WLW-T Cincinnati, O.
WLW-D Dayton, O.
WLW-C Columbus, O.
WLW-A Atlanta, Ga.
WLW-I Indianapolis, Ind.

Del Day

424 Vance Bldg., Seattle, Wash.; MUtual 6535; Del Day

Tv stations represented:
(western U. S.)
KENI-TV Anchorage, Alaska
KFAR-TV Fairbanks, Alaska

Devney Inc.

366 Madison Ave., New York 17, N. Y.; Murrayhill 7-5366; Edward J. Devney, *president*

Branch offices:
Chicago 1; 185 N. Wabash Ave.; STate 2-5282; Gerard J. Kelly Jr., *manager*
Boston 16; 419 Boylston St.; COmmonwealth 6-0718; Louis J. Borgatti, *manager*
Los Angeles 5; 612 S. Serrano Ave.; DUnkirk 4-7352; Fred E. Crawford Jr., *manager*
San Francisco 3; 233 Sansome St.; YUkon 6-2981; William A. Ayres, *manager*

Tv stations represented:
To be announced.

Dixieland Stations Inc.

217 Glenn Bldg., Atlanta 3, Ga.; JA 2-3872; Gene Tibbett, *president & general manager*

Tv stations represented:
Not available.

Dora-Clayton Agency Inc.

Mortgage Guarantee Bldg., Atlanta 3, Ga.; Dora C. Cossé; Clayton J. Cossé

Tv stations represented:
WLEX-TV Lexington, Ky.
KCOR-TV San Antonio, Tex.
WMSL-TV Decatur, Ala.

DuMont Tv Spot Sales

205 E. 67th St., New York, N. Y.; LExington 5-1000; Bennet Korn, *vice president, station manager* WABD *New York & director of sales*

Branch offices:
Washington, D. C.; Hotel Raleigh, 12th & Pennsylvania, N.W.; STerling 3-5300

Tv stations represented:
WABD New York, N. Y.
WTTG Washington, D. C.

Everett-McKinney Inc.

40 E. 49th St., New York 17, N. Y.; PLaza 3-9332; Max M. Everett, *president;* Powell H. Ensign, *vice president*

Branch offices:
Chicago 11; 410 N. Michigan Ave.; SUperior 7-9052; John B. Shelton, *vice president*
Beverly Hills: 111 N. La Cienega Blvd.; OLympia 2-1313; Lee F. O'Connell
San Francisco; 110 Sutter St.; GArfield 1-6936; John Palmer

Tv stations represented:
WPAG-TV Ann Arbor, Mich.
WDAN-TV Danville, Ill.
WHEC-TV/WVET-TV Rochester, N. Y.
WKST-TV New Castle, Pa.-Youngstown, O.
WCBI-TV Columbus, Miss.

Hugh Feltis & Associates

Tower Bldg., Seattle, Wash.; Elliott 1868; Hugh Feltis, *owner;* John Mowbray, *associate*

Tv stations represented:
KHUM-TV Eureka, Cal.
KVIP-TV Redding, Cal.
KEY-T Santa Barbara, Cal.
KOVR-TV Stockton, Cal.
KPTV Portland, Ore.
KREM-TV Spokane, Wash.
KOOL-TV Phoenix, Ariz.
KOLD-TV Tucson, Ariz.
KIVA-TV Yuma, Ariz.
KMSO-TV Missoula, Mont.
KLRJ-TV Las Vegas, Nev.
KOAT-TV Albuquerque, N. Mex.
KUTV Salt Lake City, Utah
KFBC-TV Cheyenne, Wyo.

Forjoe-Tv Inc.

580 Fifth Ave., New York 36, N. Y.: JUdson 6-3100; Joseph Bloom, *president;* Carlos A. Franco, *vice president*

Branch offices:
Chicago 11; 435 N. Michigan Ave.; DElaware 7-3504; Thomas Cinquina, *manager,* Chicago-midwest division
Los Angeles 48; 451 N. La Cienega Blvd.; OLeander 5-7755; Lawrence Krasner, *vice president.*
San Francisco 5; 593 Market St.; SUtter 1-7569; Charles Haddix, *general manager*
Atlanta 3; 120 Marietta St.; JAckson 3-0518-9; Charles Trainor, *general manager*
Philadelphia 19; 310 W. Glen Echo Rd.; CHestnut Hill 7-4510; Morton Lowenstein, *general manager*
Seattle; 414 Times Square Bldg.; SEneca 2377; Don McBride, *general manager*

Tv stations represented:
WITV Miami, Fla.
WMUR-TV Manchester, N. H.
*WATV New York, N. Y.
WNAO-TV Raleigh, N. C.
KELP-TV El Paso, Tex.
KVOS-TV Bellingham, Wash.
KTRX-TV Kennewick, Wash.
CHEK-TV Victoria, B. C., Can.
KFJB-TV Swift Current, Sask., Can.
*Omit New York

Foster & Creed

Statler Office Bldg., Boston 16, Mass.; HUbbard 2-4845; R. C. Foster; W. A. Creed

Tv station represented: (New England)
WGAN-TV Portland, Me.

Gill-Perna Inc.

654 Madison Ave., New York 21, N. Y.; TEmpleton 8-4740; Helen Gill, *president;* John J. Perna Jr., *vice president*

Branch offices:
Chicago 1; 75 E. Wacker Dr.; FRanklin 2-8665; Walter Beadell, *midwest manager*
Los Angeles; 730 South Western Ave.; DUnkirk 7-4388; Robert W. Walker, *manager*
San Francisco; 57 Post St.; SUtter 1-5568; Rogers Parratt, *manager*
Boston; 80 Boylston St.; LIberty 2-6481; Harry Wheeler, *manager*

Tv stations represented:
KID-TV Idaho Falls, Ida.
KLIX-TV Twin Falls, Ida.
WKNX-TV Saginaw, Mich.
WJPB-TV Fairmont, W. Va.
KGVO-TV Missoula, Mont.
WTVP Decatur, Ill.
KWGB-TV Goodland, Kans.

Harrington, Righter & Parsons Inc.

589 Fifth Ave., New York 17, N.Y.; MUrray Hill 8-7050; John E. Harrington Jr., *president;* Volney F. Righter, *vice president & treasurer;* James O. Parsons, *vice president & secretary*

Branch offices:
Atlanta 9; 1430 W. Peachtree St., N.W.; TRinity 5-8458; Frank Rice
Chicago; TRibune Tower; WHitehall 4-0074; Carroll Layman, *vice president*
San Francisco; 235 Montgomery St.; SUtter 1-4125; Frank Dougherty
Boston 16; 80 Boylston St.; LIberty 2-7537; Carter S. Knight

Tv stations represented:
WBEN-TV Buffalo, N.Y.
WTMJ-TV Milwaukee, Wis.
WDAF-TV Kansas City, Mo.
WHAS-TV Louisville, Ky.
WFMY-TV Greensboro, N.C.
WMTW Mt. Washington (Poland Spring, Me.)
WTPA Harrisburg, Pa.
W-TEN Albany, N.Y.
WSYR-TV Syracuse, N.Y.
WJRT Flint, Mich.
WABT Birmingham, Ala.
WRVA-TV Richmond, Va.
WTIC-TV Hartford, Conn.

Headley-Reed Company

420 Lexington Ave., New York 17, N.Y.; MUrray Hill 5-8700; Frank Miller Sr., *chairman of the board;* Sterling Beeson, *president;* Jack Hardingham, *vice president*

Branch offices:
Chicago 1; 230 N. Michigan Ave.; FRanklin 2-4686; John Wrath, *executive vice president*
Atlanta 8; Suite 673-800 Peachtree St. Bldg.; TRinity 4-2736; George P. Crumbley Jr., *manager.*
Hollywood 28; Taft Bldg., Hollywood & Vine; HOllywood 4-7738; Clark N. Barnes, *manager*
San Francisco 4; 110 Sutter St.; YUkon 2-4522; Fred B. Adair Jr., *manager*
St. Louis 1; 915 Olive St. Room 1005; CEntral 1-9151; William H. Shaw, *manager*
Philadelphia 7; Philadelphia National Bank Bldg.; LOcust 4-6027; Robert S. Dome, *manager*

Tv stations represented:
KGUN-TV Tucson, Ariz.
WTVM-TV Columbus, Ga.
WEEK-TV Peoria, Ill.
WTVO-TV Rockford, Ill.
WBOC-TV Salisbury, Md.
WTOK-TV Meridian, Miss.
KFVS-TV Cape Girardeau, Mo.
KOOK-TV Billings, Mont.
WITN-TV Washington, N.C.
WSJS-TV Winston-Salem, N.C.
WFMJ-TV Youngstown, O.
WBRE-TV Wilkes-Barre, Pa.
WAIM-TV Anderson, S.C.
KOTA-TV Rapid City, S. Dak.
WFRV-TV Green Bay, Wis.
WKOW-TV Madison, Wis.
KEY-T Santa Barbara, Cal.

George P. Hollingbery Company

307 N. Michigan Ave., Chicago 1, Ill.; DEarborn 2-6060; George P. Hollingbery, *chairman of the board;* Warren G. Nelson, *television sales manager*

Branch offices:
New York 36; 500 Fifth Ave.; OXford 5-5560; Harry Wise, *president in charge of television*
Atlanta 3; 134 Peachtree St.; JAckson 4-5710; Richard N. Hunter, *vice president*
Detroit 26; 1967 Guardian Bldg.; WOodward 1-3555; Joseph D. Payne Jr., *manager*
Los Angeles; 3325 Wilshire Blvd.; DUnkirk 5-2071; Roy S. Edwards Jr., *manager*
San Francisco 4; 417 Montgomery St.; DOuglas 2-2541; George Lindman, *vice president*
Seattle 1; Tower Bldg.; ELliott 1868; Hugh Feltis, *manager*

Tv stations represented:
WABI-TV Bangor, Me.
WBRZ Baton Rouge, La.
WWTV Cadillac, Mich.
WCIA Champaign, Ill.
KFBC-TV Cheyenne, Wyo.
WRBL-TV Columbus, Ga.
WHIO-TV Dayton, O.
WEAU-TV Eau Claire, Wis.
KTSM-TV El Paso, Tex.
KVAL-TV Eugene, Ore.
WTVW Evansville, Ind.
WNCT Greenville-Washington, N. C.
KTRK-TV Houston, Tex.
WLBT Jackson, Miss.
WLVA-TV Lynchburg-Roanoke, Va.
WJDM-TV Panama City, Fla.
WEAR-TV Pensacola, Fla.
KOOL-TV Phoenix, Ariz.
KVIP-TV Redding-Chico, Cal.
KEY-T Santa Barbara, Cal.
KTVW Seattle-Tacoma, Wash.
KTIV Sioux City, Ia.
WSPA-TV Spartanburg-Greenville, N. C.
WWLP Springfield-Holyoke, Mass.
KYTV Springfield, Mo.
KOVR-TV Stockton-Sacramento, Cal.
KOLD-TV Tucson, Ariz.
WTRF-TV Wheeling, W. Va.-Steubenville, O.

Hal Holman Company

64 E. Lake St., Chicago 1, Ill.; FRanklin 2-0016; Hal Holman, *owner*

Branch offices:
New York 17; 366 Madison Ave.; MUrray Hill 7-5365; Ed Devney, *manager*
Los Angeles 28; 6381 Hollywood Blvd.; HOllywood 2-2351; Tracy Moore, *manager*
San Francisco 8; 260 Kearney St.; EXbrook 2-6444; John Funk, *manager*

Tv stations represented:
KDIX-TV Dickinson, N. Dak.
WLBC-TV Muncie, Ind.
WPBN-TV Traverse City, Mich.
KREX-TV Grand Junction, Col.
KFXJ-TV Montrose, Col. (satellite of KREX-TV Grand Junction, Col.)

H-R Television Inc.

380 Madison Ave., New York 17, N. Y.; OXford 7-3120; Frank M. Headley, *president;* Frank E. Pellegrin, *vice president;* Paul R. Weeks, *vice president*

Branch offices:
Chicago 1; 35 E. Wacker Dr.; RAndolph 6-6431; Dwight S. Reed, *executive vice president*
Hollywood 28; Equitable Bldg.; HOllywood 2-6453; Harold Lindley, *manager*
San Francisco 4; 155 Montgomery St.; YUkon 2-5837; James M. Alspaugh, *manager*
Dallas 2; 416 Rio Grande National Bldg.; RIverside 2-5148; Clarke R. Brown, *manager*
Atlanta 3; The 101 Marietta St. Bldg.; JAckson 3-7797; William McRae, *manager*
Houston 6; 520 Lovett Blvd.; JAckson 8-1601; Jack Eisele, *manager*
New Orleans; 910 Royal St.; CAnal 3917; Thomas J. Craig, *manager*
Detroit 26; 1065 Penobscot Bldg.; WOodward 1-4148; Andrew M. Gent, *manager*

Tv stations represented:
WNAC-TV Boston, Mass.
KOMU-TV Columbia, Mo.
KGBT-TV Harlingen, Tex.
WKBT La Crosse, Wis.
WIMA-TV Lima, O.
KHJ-TV Los Angeles, Cal.
KNOE-TV Monroe, La.
WOR-TV New York, N. Y. (West Coast rep. only)
WREX-TV Rockford, Ill.
WRGP-TV Chattanooga, Tenn.
KSIX-TV Corpus Christi, Tex.
KNAC-TV Fort Smith, Ark.
WHBQ-TV Memphis, Tenn.
WALA-TV Mobile, Ala.
WAVY-TV Norfolk, Va.
WRAL-TV Raleigh, N. C.
KSBW-TV Salinas-Monterey, Cal.
KSBY-TV San Luis Obispo, Cal.
KONO-TV San Antonio, Tex.
WDAU-TV Scranton-Wilkes-Barre, Pa.
KELO-TV Sioux Falls, S. Dak.
KDLO-TV Florence, S. Dak. (satellite of KELO-TV Sioux Falls)
KPLO-TV Reliance, S. Dak. (satellite of KELO-TV Sioux Falls)
WSJV-TV South Bend, Ind.
KLTV Tyler, Tex.
WMAL-TV Washington, D.C.
KTVH Wichita-Hutchinson, Kans.
WSOC-TV Charlotte, N. C.
WSIX-TV Nashville, Tenn.
KETV Omaha, Neb.
KBET-TV Sacramento, Cal.
KTVU San Francisco-Oakland, Cal.

Harry S. Hyett Company

314 Baker Bldg.; Minneapolis, Minn.; FEderal 9-5636; Harry S. Hyett, *president*

Tv stations represented:
WBAY-TV Green Bay, Wis.
WSAU-TV Wausau, Wis.
WKBT La Crosse, Wis.
KFYR-TV Bismarck, N. Dak.
KROC-TV Rochester, Minn.
KDAL-TV Duluth, Minn.
WDMJ-TV Marquette, Mich.
WHBF-TV Rock Island, Ill.

Inter-American Publications Inc.

41 East 42nd St., New York 17, N. Y.; MUrray Hill 2-0884; Angel Ramos, *president*

Tv stations represented:
WKAQ-TV San Juan, Puerto Rico
WORA-TV Mayaguez, Puerto Rico

Fred R. Jones & Son

205 W. Wacker Dr., Suite 517, Chicago 6, Ill.; STate 2-5096

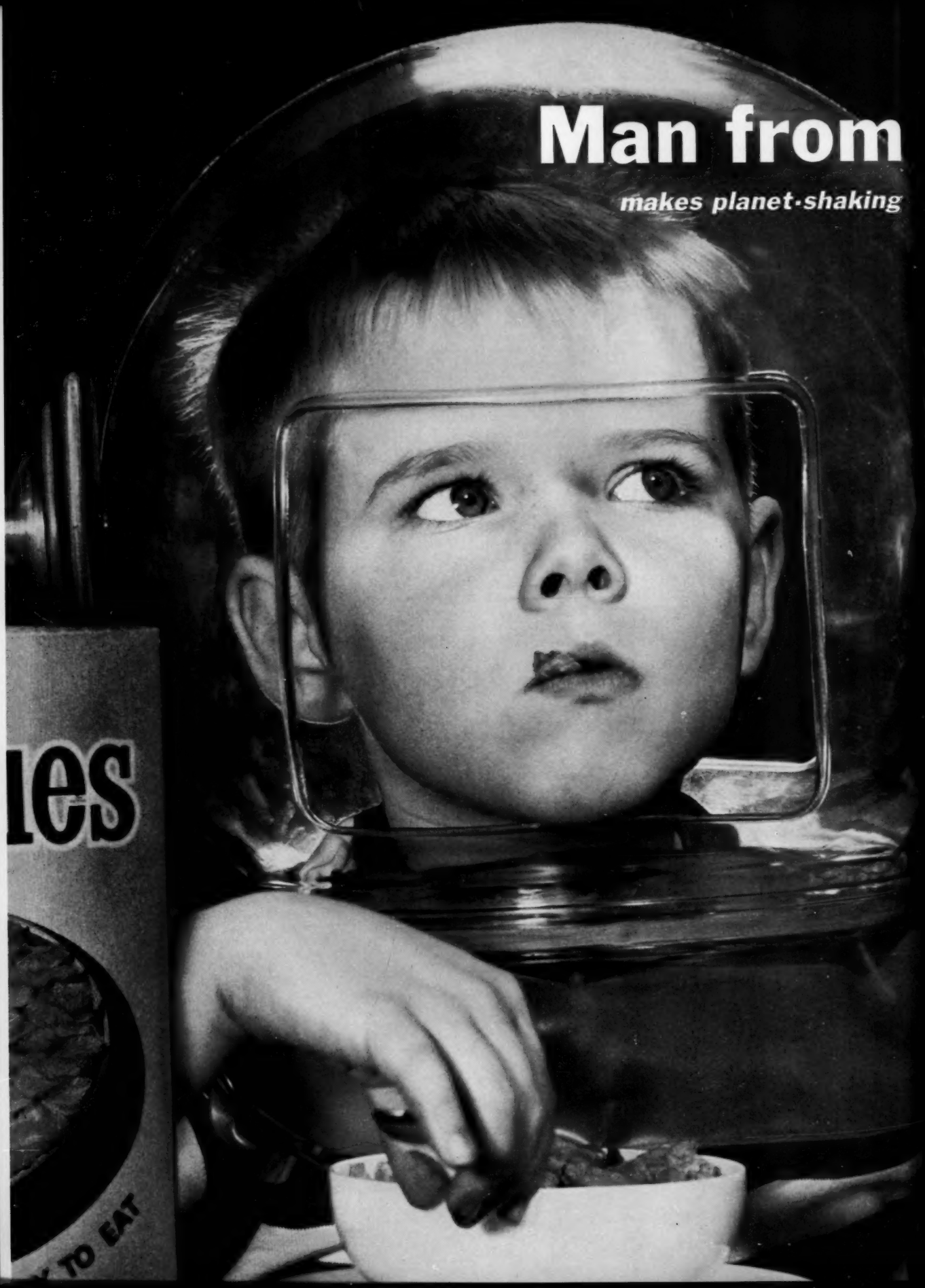
Tv stations represented:
WKTV Utica, N. Y.
KGEZ-TV Kalispell, Mont.
WNOW-TV York, Pa.

The Katz Agency Inc.

477 Madison Ave., New York 22, N. Y.; PLaza 9-4460; Eugene Katz, *president;* Edward Codel, *tv director;* Scott Donahue Jr., *tv sales manager*

Branch offices:
Chicago 1; Prudential Plaza; MOhawk 4-7150; Gerald H. Gunst, *vice president;* William W. Joyce, *sales manager*
Detroit 26; 3166 Penobscot Bldg.; WOodward 3-8420; Arthur J. Underwood Jr.
Atlanta 3; 1321 Fulton Bank Bldg.; JAckson 5-1637; Keith Byerly
Dallas 1; 2006 Bryan St.; RIverside 1-4036; David Rutledge
San Francisco 4; Russ Bldg.; DOuglas 2-7628; Stanley J. Reulman
Los Angeles 5; 3325 Wilshire Blvd.; DUnkirk 5-6284; Richard Hasbrook
St. Louis 1; 915 Olive St.; CEntral 1-1868; Alan T. Axtel

Tv stations represented:
KGNC-TV Amarillo, Tex.
WAGA-TV Atlanta, Ga.
WMAR-TV Baltimore, Md.
WBRC-TV Birmingham, Ala.
WHIS-TV Bluefield, W. Va.
WMT-TV Cedar Rapids, Ia.
WKRC-TV Cincinnati, O.
WJW-TV Cleveland, O.
WTVN-TV Columbus, O.
KLZ-TV Denver, Col.
KRNT-TV Des Moines, Ia.
WJBK-TV Detroit, Mich.
WOOD-TV Grand Rapids, Mich.
WNHC-TV New Haven, Conn.
WSAZ-TV Huntington, W. Va.
WFBM-TV Indianapolis, Ind.
WJTV Jackson, Miss.
WJAC-TV Johnstown, Pa.
KCMO-TV Kansas City, Mo.
WBIR-TV Knoxville, Tenn.
KABC-TV Los Angeles, Cal.
WREC-TV Memphis, Tenn.
WTCN-TV Minneapolis, Minn.
WSFA-TV Montgomery, Ala.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WKY-TV Oklahoma City, Okla.
KPHO-TV Phoenix, Ariz.
KOAM-TV Joplin, Mo.
KWK-TV St. Louis, Mo.
KTVT Salt Lake City, Utah
KFSD-TV San Diego, Cal.
KPIX San Francisco, Cal.
KVTV Sioux City, Ia.
KHQ-TV Spokane, Wash.
WHEN-TV Syracuse, N. Y.
WTVT Tampa, Fla.
WSPD-TV Toledo, O.
KAKE-TV Wichita, Kan.

Robert S. Keller Inc.

72 Barrow St., New York 14; WAtkins 4-6599; Bob Keller, *president*

Branch office:
Chicago 6; 205 W. Wacker Dr.; STate 2-5096; Hooper Jones, *manager*

Tv stations represented:
Not available.

Ketteli-Carter Inc.

118 Newbury St., Boston 16, Mass.; KEnmore 6-1966; Elmer Kettell, *president;* Marjorie Carter, *treasurer;* Gilbert N. Sullivan, *vice president*

Tv stations represented:
WABI-TV Bangor, Me.
WWLP Springfield, Mass.
WAGM-TV Presque Isle, Me.

Bomar Lawrence & Associates Inc.

710 Peachtree St., N.E., Atlanta 8, Ga.; TRinity 6-3726, TRinity 3-1055; Bomar A. Lowrance, *president;* William M. Scruggs Jr., *vice president & manager;* Clyde L. Clem, *vice president*

Branch office:
Dallas; Fidelity Union Life Bldg.; RIverside 2-8206; Robert F. Keefe, *vice president & manager*

Tv stations represented:
NBC Spot Sales
Crosley Broadcasting

Jack Masla & Company Inc.

551 Fifth Ave., New York 17, N. Y.; YUkon 6-7370; Jack Masla, *president*

Branch offices:
Chicago 11; 435 N. Michigan Ave.; SUperior 7-6048; Clem G. O'Neill
Beverly Hills, Cal.; 111 N. La Cienega Blvd.; OLympia 2-1313; Lee F. O'Connell
San Francisco; 110 Sutter St.; GArfield 1-6936; John E. Palmer

Tv stations represented:
WBLN Bloomington, Ill.
WMSL-TV Decatur, Ala.
WTWV Tupelo, Miss.
WSBA-TV York, Pa.

W. E. McClenahan Company

611 E. Lakeview Ave., Milwaukee, Wis.; WOodruff 4-3028; W. E. McClenahan

Tv stations represented: (Milwaukee-Madison only)
KDAL-TV Duluth, Minn.
WBAY-TV Green Bay, Wis.
WSAU-TV Wausau, Wis.
WHBF-TV Rock Island, Ill.
WKOW-TV Madison, Wis. (Milwaukee only)

McGavren-Quinn Company

110 Sutter St., San Francisco, Cal.; YUkon 6-4112; Daren McGavren

Branch offices:
Los Angeles; 1741 Ivar Ave.; HOllywood 4-6146; Donald J. Quinn
New York; 33 W. 42nd St.; LOngacre 5-4650; Ralph Guild

Tv stations represented:
KSHO-TV Las Vegas, Nev.
WXEX-TV Richmond, Va. (West Coast only)

Joseph Hershey McGillvra Inc.

366 Madison Ave., New York 17, N. Y.: MUrray Hill 2-8755; Joseph H. McGillvra, *president*

Branch offices:
Chicago 1; 185 N. Wabash Ave.; STate 2-5282; Gerard J. Kelly Jr. *manager*
Los Angeles 5; 612 S. Serrano Ave.; DUnkirk 4-7352; Fred E. Crawford Jr., *manager*
San Francisco 5; 605 Market St.; YUkon 2-3954; A. S. Babcock, *manager*
Boston 16; 419 Boylston St.; COmmonwealth 6-0718; Louis J. Borgatti, *manager*
Bedford, Indiana; P.O. Box 127; BEdford 9194; Joseph H. McGillvra, *manager*

Tv stations represented:
WINK-TV Fort Myers, Fla.
WTOV-TV Norfolk, Va.
WROM-TV Rome, Ga.
CFCL-TV Timmins, Ont., Canada

John L. McGuire & Company

Guaranty Bank Bldg., Denver, Col.; CHerry 4-8191; John L. McGuire

Tv stations represented (Denver area only)
KOAT-TV Albuquerque, N. Mex.
KCSJ-TV Pueblo, Col.
KRDO-TV Colorado Springs, Col.
KREX-TV Grand Junction, Col.
KFXJ-TV Montrose, Col. (satellite of KREX-TV)
KTWO-TV Casper, Wyo.
KWRB-TV Thermopolis, Wyo.

The Meeker Company Inc.

521 Fifth Ave., New York 17, N. Y.; MUrray Hill 2-2170; Robert D. C. Meeker, *president;* Edgar B. Filion, *vice president & director of television*

Branch offices:
Chicago 1; 333 N. Michigan Ave.; CEntral 6-1742; Carl F-J Jewett, *vice president in charge of midwest*
San Francisco 4; 928 Russ Bldg.; YUkon 6-4940; Don Pontius, *West Coast manager*
Los Angeles 28; 6381 Hollywood Blvd.; HOllywood 2-2351; Tracy Moore, *manager*

Tv stations represented:
WGAL-TV Lancaster, Pa.
WTTV Bloomington, Ind.
KROC-TV Rochester, Minn.
KHOL-TV Kearney, Neb.
KSWS-TV Roswell, N. Mex.
WSAU-TV Wausau, Wis.
WPTA-TV Fort Wayne, Ind.
WTVC Chattanooga, Tenn. (CP)
KTWO-TV Casper, Wyo.

Clyde Melville Company

Melba Bldg., Dallas 1, Tex.; RIverside 8-5239; Clyde B. Melville, *president*

Tv stations represented:
KFSA-TV Fort Smith, Ark.
KTRE-TV Lufkin, Tex.

REPRESENTATIVES

KSWS-TV Roswell, N. Mex.
KCTV San Angelo, Tex.
KCMC-TV Texarkana, Tex.

Michigan Spot Sales Inc.

15001 Michigan Ave., Detroit, Mich.; TIffany 6-2362; Charles J. Sitta, *president*

Tv stations represented:
WNEM-TV Saginaw-Bay City, Mich.
WPBN-TV Traverse City, Mich.

Midnight Sun Broadcasting Company

Anchorage, Alaska; 5-2201; A. O. Bramstedt, *general manager*

Branch offices:
New York 36; 60 W. 46th St.; CIrcle 6-4084; James C. Fletcher Jr., *national sales manager*
Seattle 1; 308 White-Henry-Stuart Bldg.; SEneca 6682; Del Day, *western sales manager*

Tv stations represented:
KFAR-TV Fairbanks, Alaska
KENI-TV Anchorage, Alaska

Art Moore & Associates Inc.

519 Jones Bldg., Seattle 1, Wash.; MUtual 3377; Art Moore, *president*

Branch office:
Portland 4; 617 Cascade Bldg.; CApital 8-7284; Ed Henry, *manager*

Tv stations represented:
KXLY-TV Spokane, Wash.
KTNT-TV Tacoma, Wash.
KIMA-TV Yakima, Wash.
KEPR-TV Pasco, Wash. (satellite of KIMA-TV)
KVAL-TV Eugene, Ore.
KBOI-TV Boise, Ida.
KID-TV Idaho Falls, Ida.
KLEW-TV Lewiston, Ida. (satellite of KIMA-TV)
KLIX-TV Twin Falls, Ida.
KXLF-TV Butte, Mont.
KVOS-TV Bellingham, Wash.
KBAS-TV Ephrata-Moses Lake, Wash. (satellite of KIMA-TV)
KOIN-TV Portland, Ore.
KOOK-TV Billings, Mont.
KGEZ-TV Kalispell, Mont.
KPIC-TV Roseburg, Ore. (satellite of KVAL-TV)

Tracy Moore & Associates

6381 Hollywood Blvd., Los Angeles 28, Cal.; HOllywood 2-2351; Tracy Moore

Branch office:
San Francisco 8; 260 Kearney St.; EXbrook 2-6444; John Funk

Tv stations represented (West Coast only)
KSAN-TV San Francisco, Cal.
KCOR-TV San Antonio, Tex.

National Time Sales

370 Lexington Ave., New York 17, N. Y.; MUrray Hill 5-1300; Arthur Gordon, *sales manager*

Branch offices:
Los Angeles 5; 672 S. Lafayette Park Place; DUnkirk 2-3200; Harlan G. Oakes
San Francisco 3; 235 Montgomery St.; YUkon 6-5819; Norman Cunningham

Tv stations represented:
XEJ-TV El Paso, Tex.
XEM-TV El Centro, Cal.

NBC Spot Sales (National Broadcasting Company)

30 Rockefeller Plaza, New York 20, N. Y.; CIrcle 7-8300; John H. Reber, *director NBC Spot Sales;* Edwin T. Jameson, *director tv spot sales;* John J. Ryan, *eastern division sales manager*

Branch offices:
Chicago 54; Merchandise Mart; SUperior 7-8300; John Mulholland
Detroit 26; Penobscot Bldg.; WOodward 1-1610; John C. Treacy
Hollywood 28; Sunset & Vine; THornwall 5-7000; Walter B. Davison
San Francisco 2; Taylor & O'Farrell; GRaystone 4-8700; Robert Anderson; Ken Johnson
Atlanta; 710 Peachtree St. N.E.; TRinity 6-3726; Bomar Lowrance
Dallas; Fidelity Union Bldg.; RIverside 2-8206; Robert Keefe
West Hartford 10; 1422 New Britain Ave.; ADams 3-8551; David Scott

Tv stations represented:
WRCA-TV New York, N. Y.
WNBQ Chicago, Ill.
KRCA Los Angeles, Cal.
KSD-TV St. Louis, Mo.
WRC-TV Washington, D.C.
KOMO-TV Seattle, Wash.
WRCV-TV Philadelphia, Pa.
WAVE-TV Louisville, Ky.
WRGB Schenectady, N. Y.
KONA-TV Honolulu, Hawaii
WBUF Buffalo, N. Y.
WCKT Miami, Fla.
Also represents Crosley stations out of Detroit and Pacific Coast offices.

Harlan G. Oakes & Associates

672 S. Lafayette Park Place, Los Angeles 57, Cal.; DUnkirk 2-3200; H. G. Oakes; Bill Johnson

Branch offices:
San Francisco 4; 110 Sutter St.; SUtter 1-7971; William Gilmore
San Antonio; Insurance Bldg.; CApitol 4-1362

Tv stations represented:
Not available.

Lee F. O'Connell Company

111 N. La Cienega Blvd., Beverly Hills, Cal.; OLympia 2-1313; Lee F. O'Connell, *president & manager*

Branch office:
San Francisco 4; 110 Sutter St.; GArfield 1-6936; John Palmer

Tv stations represented:
Not available.

Richard O'Connell Inc.

527 Madison Ave., New York 22, N. Y.; PLaza 5-9751; Richard O'Connell, *president*

Branch office:
Chicago 2; 55 Washington St.; ANdover 3-6137; William J. Reilly

Tv stations represented:
Not available.

Pan American Broadcasting Company

370 Lexington Ave., New York, N. Y.; MUrray Hill 5-1300; E. Bernald

Branch offices:
Los Angeles; 672 S. Lafayette Park Place; DUnkirk 2-3200; Harlan G. Oakes
San Francisco; 110 Sutter St.; SUtter 1-7971; Norman Cunningham

Tv stations represented:
DZAQ-TV Manila, P. I.
WSUR-TV Ponce, P. R.

John E. Pearson Television Inc.

444 Madison Ave., New York 22, N. Y.; John E. Pearson, *president;* Russel Walker, *vice president & eastern office manager;* William M. Wilson, *vice president & tv coordinator;* Raymond F. Henze Jr., *vice president*

Branch offices:
Chicago 1; 333 N. Michigan Ave.; STate 2-7494; James Bowden, *vice president & midwestern office manager*
Atlanta; 508 Glenn Bldg.; JAckson 5-2912; Robert M. Baird, *vice president & office manager*
Dallas 1; 506 Fidelity Union Life Bldg.; RIverside 7-3723; Ralph Widman, *office manager*
Des Moines 9; 432 Des Moines Bldg., 6th & Locust; CHerry 4-7143; Frank Frost, *office manager*
Los Angeles 5; 3242 W. Eighth St.; DUnkirk 5-5084; David Cassidy, *office manager*
San Francisco 4; 58 Sutter St.; DOuglas 2-7159; Martin Percival, *office manager*

Tv stations represented:
KRDO-TV Colorado Springs, Col.
KCSJ-TV Pueblo, Col.
KQVT Fort Dodge, Iowa
WPSD-TV Paducah, Ky.
WKXP-TV Lexington, Ky.
WDAM-TV Hattiesburg, Miss.
KDRO-TV Sedalia, Mo.
KOLO-TV Reno, Nev.
KICA-TV Clovis, N. Mex.
WHIZ-TV Zanesville, O.
KVSO-TV Ardmore, Okla.
KSWO-TV Lawton, Okla.
WJHL-TV Johnson City, Tenn.
WTVK Knoxville, Tenn.
KHAD-TV Laredo, Tex.
KOSA-TV Odessa, Tex.
WOAY-TV Oak Hill, W. Va.
WTAP Parkersburg, W. Va.

Peters, Griffin, Woodward Inc.

250 Park Ave., New York 17, N. Y.; YUkon 6-7900; H. Preston Peters, *president;* Lloyd Griffin, *vice president-director of tv*

Branch offices:
Chicago 1; Prudential Plaza; FRanklin 2-6373; John A. Cory, *vice president;* William J. Tynan, *midwestern tv sales manager*
Detroit 26; Penobscot Bldg.; WOodward 1-4255; Lou Hummel
Hollywood 28; 1750 N. Vine St.; HOllywood 9-1688; Hal W. Hoag, *vice president*
Atlanta 3; Glen Bldg.; MUrray 8-5667; William J. Stubbs
Dallas 1; 335 Merchandise Mart; RIverside 7-2398; Charles Payne
Fort Worth 2; 406 W. Seventh St.; EDison 6-3349; Hal Thompson
San Francisco 4; Russ Bldg.; SUtter 1-3798; William A. Exline

Tv stations represented:
WBZ-TV Boston, Mass.
WGR-TV Buffalo, N. Y.
KYW-TV Cleveland, O.
WWJ-TV Detroit, Mich.
WJIM-TV Lansing, Mich.
WPIX New York, N. Y.
KDKA-TV Pittsburgh, Pa.
WROC-TV Rochester, N. Y.
WCSC-TV Charleston, S. C.
WIS-TV Columbia, S. C.
WSVA-TV Harrisonburg, Va.
WFGA-TV Jacksonville, Fla.
WTVJ Miami, Fla.
WDBJ-TV Roanoke, Va.
WOC-TV Davenport, Iowa

WHO-TV Des Moines, Iowa
WDSM-TV Duluth, Minn.
WDAY-TV Fargo, N. Dak.
KMBC-TV Kansas City, Mo.
WISC-TV Madison, Wis.
WCCO-TV Minneapolis-St. Paul, Minn.
WMBD-TV Peoria, Ill.
KFDM-TV Beaumont, Tex.
KRIS-TV Corpus Christi, Tex.
WBAP-TV Ft. Worth, Dallas
KENS-TV San Antonio, Tex.
KBOI-TV Boise, Ida.
KBTV Denver, Col.
KGMB-TV Honolulu, Hawaii
KHBC-TV Hilo, Hawaii (satellite of KGMB-TV Honolulu)
KMAU Wailuku, Maui, Hawaii (satellite of KGMB-TV Honolulu)
KTLA Los Angeles, Cal.
KRON-TV San Francisco, Cal.

Edward Petry & Company Inc.

3 E. 54th St., New York 22, N. Y.; MUrray Hill 8-0200; Edward Petry, *president;* Ernest Lee Jahncke Jr., *vice president;* Martin L. Nierman, *vice president*

Branch offices:
Chicago 11; 400 N. Michigan Ave.; WHitehall 4-0011; Edward E. Voynow, *executive vice president;* Louis A. Smith, *sales manager*
Atlanta 3; 101 Marietta St. Bldg.; JAckson 4-8861; Richard W. Hughes, *manager*
Boston 16; Statler Bldg.; HUbbard 2-6440; William D. Walsh, *manager*
Detroit 26; 645 Griswold St.; WOodward 3-0125; Frank M. Walker, *manager*
Los Angeles 14; 530 W. Sixth St.; TUcker 3171; L. D. Larimer, *manager*
San Francisco 4; Russ Bldg.; YUkon 2-3631; George E. Ledell Jr., *manager*
St. Louis 1; 915 Olive St.; CHestnut 1-7191; Hugh O. Kerwin, *manager*

Tv stations represented:
KOB-TV Albuquerque, N. Mex.
WSB-TV Atlanta, Ga.
KERO-TV Bakersfield, Cal.
WBAL-TV Baltimore, Md.
WGN-TV Chicago, Ill.
WFAA-TV Dallas, Tex.
WTVD Durham-Raleigh, N. C.
WICU Erie, Pa.
WNEM-TV Flint-Bay City, Mich.
WANE-TV Fort Wayne, Ind.
KPRC-TV Houston, Tex.
WHTN-TV Huntington-Charleston, W. Va.
KARK-TV Little Rock, Ark.
KCOP Los Angeles, Cal.
WISN-TV Milwaukee, Wis.
KSTP-TV Minneapolis-St. Paul, Minn.
WSM-TV Nashville, Tenn.
WTAR-TV Norfolk, Va.
KMTV Omaha, Neb.
WTVH Peoria, Ill.
WJAR-TV Providence, R. I.
KCRA-TV Sacramento, Cal.
WOAI-TV San Antonio, Tex.
KFMB-TV San Diego, Cal.
KTBS-TV Shreveport, La.
WNDU-TV South Bend, Ind.
KREM-TV Spokane, Wash.
KOTV Tulsa, Okla.
KARD-TV Wichita, Kan.
WPST-TV Miami, Fla.

William G. Rambeau Company, Inc.

347 Madsion Ave., New York 17, N. Y.; MUrray Hill 6-5940; William G. Rambeau, *president*

Branch offices:
Chicago 1; 185 N. Wabash Ave.; ANdover 3-5566; Marry Rudd, *manager*
Hollywood 28; 1350 N. Highland Ave.; HOllywood 4-6017; James C. Gates, *manager*
San Francisco 4; 927 Mills Bldg.; EXbrook 2-4073; Evelyn Wiggins, *manager*

Tv stations represented:
WFAM-TV Lafayette, Ind.
KNOX-TV Grand Forks, N. Dak.

Paul H. Raymer Company Inc.

444 Madison Ave., New York 22, N. Y.; PLaza 9-5570; Paul H. Raymer, *president;* Frederick C. Brokaw, *executive vice president;* Stuart N. Kelly, *vice president & assistant sales manager*

Branch offices:
Chicago 11; 435 N. Michigan Ave.; SUperior 7-4473; Clay E. Forker, *vice president*
Detroit 26; 2949 Penobscot Bldg.; WOodward 3-0764; Robert B. Rains, *manager*
Atlanta 3; Glenn Bldg.; JAckson 5-6508; Edward D. Brandt, *manager*
Dallas 1; Mercantile Securities Bldg.; RIverside 5663; John H. Hicks, *manager*
San Francisco 4; 2613 Russ Bldg.; DOuglas 2-8909; L. Ray Rhodes, *vice president*
Hollywood; 1680 Vine St.; HOllywood 2-2376; John D. Gale, *manager*

Tv stations represented:
KCBD-TV Lubbock, Tex.
KFDX-TV Wichita Falls, Tex.
KMJ-TV Fresno, Cal.
KSLA-TV Shreveport, La.
KTBC-TV Austin, Tex.
WKBN-TV Youngstown, O.
WKJG-TV Ft. Wayne, Ind.
WNOK-TV Columbia, S. C.
WSBT-TV South Bend, Ind.
KBTX-TV Bryan, Tex.
KWTX-TV Waco, Tex.
KRGV-TV Weslaco, Tex.
KPAC-TV Beaumont, Tex.
WFIE-TV Evansville, Ind.

Duncan Scott & Company

85 Post St., San Francisco, Cal.; GArfield 1-7950; Duncan A. Scott, *owner*

Branch office:
Los Angeles; 1901 W. Eighth St.; DUnkirk 8-4151; Peter Schulz, *manager*

Tv stations represented:
KTVA Anchorage, Alaska
KTVF Fairbanks, Alaska
KINY-TV Juneau, Alaska
KHVH-TV Honolulu, Hawaii
Venard, Rintoul & McConnell Inc.
Alaska Radio & Tv

Select Station Representatives

400 Madison Ave., New York 17, N. Y.; PLaza 8-1850; Zang Golobe, *executive director;* Albert Shepard, *sales manager;* Joseph Ruggiero, *assistant manager*

Branch offices:
Baltimore 3; 7 E. Lexington St.; LExington 9-7808; R. C. Embry, *vice president*
Richmond 28; Broad Street Rd.; RIchmond 8-2835; I. A. Abeloff, *vice president*

Tv stations represented:
Not available.

Roy V. Smith Associates

280 Madison Ave., New York 16, N. Y.; MUrray Hill 4-4244; Roy V. Smith

Tv stations represented:
KTVA Anchorage, Alaska
KTVF Fairbanks, Alaska
KINY-TV Juneau, Alaska
WMFD-TV Wilmington, N. C.
KHVH-TV Honolulu, Hawaii

Stars National Inc.

400 Madison Ave., New York 17, N. Y.; PLaza 8-0555; Bernard Howard, *president;* Jack Davis; Larry Wasserstein

Branch offices:
Chicago 1; 35 E. Wacker Dr.; CEntral 6-2135; Alan Bress, *general manager*
Los Angeles; 6381 Hollywood Blvd.; HOllywood 2-2531; Jerome A. Moore
San Francisco; 260 Kearny St.; EXbrook 2-6444; John Funk
Dallas; 1000 Main St., Suite 624; RIverside 2-3605; Stuart H. Barondess
Atlanta; Box 1598; DRake 3-2413

Tv station represented:
KSAN-TV San Francisco, Cal.

Storer Broadcasting Company

1177 Kane Concourse, Miami Beach, Fla.; UNion 6-0211; George B. Storer Sr., *president;* Lee B. Wailes, *executive vice president;* Stanton P. Kettler, *vice president in charge of operations*

Branch offices:
New York 22; 625 Madison Ave.; PLaza 1-3940; Maurice McMurray
Chicego; 230 N. Michigan Ave.; FRanklin 2-6498; Floyde Beaston, *sales manager*
San Francisco; 111 Sutter St.; SUtter 1-8689; Gayle V. Grubb, *vice president, Pacific Coast sales manager*

Tv stations represented:
WAGA-TV Atlanta, Ga.
WJBK-TV Detroit, Mich.
WJW-TV Cleveland, O.
WSPD-TV Toledo, O.
WVUE-TV Wilmington, Del.

United Broadcasting Company

40 E. 51 St., New York 17, N. Y.; MUrray Hill 7-4758; Robert L. Wittig, *sales manager*

Tv stations represented:
Not available.

Upper Midwest Broadcasting System Inc.

Suite 537, 512 Nicollet Bldg., Minneapolis, Minn.; FEderal 6-9631; L. M. Knopp, *president;* Betty Ziminske, *office manager*

Tv stations represented:
Not available.

Venard, Rintoul & McConnell Inc.

579 Fifth Ave., New York 17, N. Y.; MUrray Hill 8-1088; Lloyd George Venard, *president;* Stephen R. Rintoul, *vice president;* James V. McConnell, *vice president*

Branch offices:
Chicago 1; 35 E. Wacker Dr.; STate 2-5260; Howard B. Meyers, *vice president*
San Francisco 4; 85 Post St.; GArfield 1-7950; Duncan A. Scott
Los Angeles 57; 1901 W. Eighth St.; DUnkirk 8-4151; Wilt Gunzendorfer

Tv stations represented:
KFSA-TV Ft. Smith, Ark.
WSUN-TV Tampa-St. Petersburg, Fla.
WEAT-TV W. Palm Beach, Fla.
WALB-TV Albany, Ga.
WFIE-TV Evansville, Ind.

(*Continued on page* 169)

Television Equipment Manufacturers in the U. S.

A

Acme Camera Corp.
2704 W. Olive Ave., Burbank, Cal.; Victoria 9-3144; John Kiel, *vice president and general manager.*
Products: Kine recording cameras; kinephoto monitors; animation equipment.

Adler Electronics, Inc.
1 LeFevre Lane, New Rochelle, N. Y.; New Rochelle 6-1620; Ben Adler, *president.*
Products: Low-power tv transmitters and accessory equipment; video switching and control systems, tv audio consoles, tv power supplies; console cabinetry; master monitors.

Advance Electronics Co., Inc.
451 Highland Ave., Passaic, N. J.; Prescott 8-3687; Paul Yu, *manager.*
Products: Precision phase detector; delay lines.

Aero Electronics Co.
1512 N. Wells St., Chicago 10, Ill.; Whitehall 3-0401; B. S. Maximoff, *chief engineer,* T. A. Beresny, *general manager.*
Products: Custom-built equipment; engineering services; research and development.

Affiliated Photographic Co.
21 W. 45th St., New York 36, N. Y.; Judson 2-0522; T. Meyer, *manager, tv division.*
Products: Slides; telops; balops; flipcards.

Affton Industries
8300 Flex-O-Lite Dr., St. Louis 23, Mo.; Flanders 1-3227; H. F. Scheirer, *general manager.*
Products: Recording discs, tape, etc.

Airtron, Inc.
1103 W. Elizabeth Ave., Linden, N. J.; Hunter 6-1000; David Ingalls, *president.*
Products: Microwave components; ferrite devices; antenna components and accessories; flexible waveguides; mixers and duplexers.

Alford Manufacturing Co.
299 Atlantic Ave., Boston 10, Mass.; Hancock 6-2150; Harold H. Leach, *senior engineer.*
Products: Antenna systems; diplexing filters, bridges and components; hybrid diplexers; coaxial switches; vestigial sideband filters.

Allied Radio Corp.
100 N. Western Ave., Chicago 80, Ill.; Haymarket 1-6800; S. H. Levey, *commercial sales manager;* J. W. Rubin, *manager, advertising and sales promotion.*
Products: Antennas and accessories; image orthicons; gas and vacuum tubes; tape and disc recording equipment; BC audio cable; voltage regulators; microphones, stands and booms; picture tubes; test instrument kits; replacement parts and modernization components.

Allied Recording Products Co.
32-32 Greenpoint Ave., Long Island City 1, N. Y.; Stillwell 4-2318; J. Strauss.
Products: Disc recorders; recording blanks.

Allison Steel Mfg. Co.
S. 19th Ave., Phoenix, Ariz.; Alpine 8-7731; W. L. Allison, *president.*
Products: Manufacturers towers.

All Star Products, Inc.
Squire Ave., Defiance, Ohio; Defiance 2-1065; W. F. Reiter, *vice president and sales manager.*
Products: Variable condensers; air trimmers.

Alpar Mfg. Corp.
2910 Spring St., Redwood City, Cal.; Emerson 8-4701; R. V. Laustrup, *president and sales manager.*
Products: Antennas and accessories; vertical radiators.

Altec Lansing Corp.
1515 S. Manchester Ave., Anaheim, Cal.; Prospect 4-2900, R. T. Yerxa, *marketing director.*
Products: Micrphones; amplifiers; speakers; transformers; consoles; power supplies.
Branch Office:
New York 13, N. Y.: 161 Sixth Ave.; Algonquin 5-3636; H. S. Morris.

American Electronics, Inc., Audio & Recordata Div.
9449 W. Jefferson, Culver City, Cal.; TE 0-7245; James Hervey, *audio sales manager.*
Products: Tape recorders.

American Elite, Inc.
4850 34th St., Long Island City, N. Y.; Stillwell 6-8913; W. S. Brennan, *sales manager.*
Products: Microphones; receiving tubes; germanium diodes; high-fidelity systems.

American Ladder & Scaffold Co.
5507 N.W. 7th Ave., Miami 35, Fla.; Plaza 4-2663; A. Alexander, *advertising manager.*
Products: Outdoor portable stands for tv cameras.

American Microphone Co.
370 S. Fair Oaks Ave., Pasadena, Cal.; Sycamore 6-9008; G. Yarbrough, *sales manager.*
Products: Microphones; stands.

American Microwave Corp.
11754 Vose St., North Hollywood, Cal.; Poplar 5-9041; F. W. Bailey, *president.*
Products: Microwave relay systems for STL or remote pick-up; microwave test equipment; microwave relay accessories, including parabolic reflectors, camera cables, towers and mounts; studio equipment.

American Volume Control Corp.
554 W. 168th St., New York 32, N. Y.; Tompkins 7-9050; Dave Parkhurst, *manager.*
Products: Volume controls; potentiometers; resistance cords.

Amperex Electronic Corp.
230 Duffy Ave., Hicksville, L. I., N. Y.; Wells 1-6220; Sam Norris, *president.*
Products: Transmitter, power and rectifier tubes.

Amperite Co., Inc.
561 Broadway, New York 12, N. Y.; Canal 6-1446; S. Ruttenberg, *sales manager.*
Products: Microphones.

Ampex Corp.
934 Charter St., Redwood City, Cal.; Emerson 9-1481; C. R. Paulson, *national sales manager.*
Products: Magnetic audio tape recorders; VR-1000 video tape recorders.
Branch Offices:
Atlanta, Ga.: 710 Peachtree St., N.E.; Trinity 4-0736; Jack Harvey.
New York, N. Y.: 345 E. 48th St.; Plaza 3-9232; H. Bresson, T. Merson.
Silver Spring, Md.: 8033 13th St.; Juniper 5-8270; Charles Luscombe.
Dallas, Tex.: 5645 N. Central Expressway; Lakeside 6-5501; William Fink.
Los Angeles, Cal.: 8467 Beverly Blvd.; Olive 3-1610; Frank Gonzalez, Jr.
Palo Alto, Cal.: 271 Town & Country Village; Davenport 6-2797; Walter Goldsmith.
Detroit 39, Mich.: 11303 Bramell St.; Kenwood 7-7950; Russell P. Williams.
Villa Park, Ill.: 212 W. St. Charles Rd.; Terrace 3-7050; Len Hase.

Amplifier Corp. of America
398 Broadway, New York 13, N. Y.; Worth 6-2929; A. J. Gillette, *sales manager.*
Products: Magnetic tape recorders.

Amplitel, Inc.
342 W. 40th St., New York 18, N. Y.; Bryant 9-0710; Jack Saunders, *sales manager.*
Products: Community antenna systems; master amplifier antenna systems; RF individual channel amplifiers; tv wall outlets and line dividers.

Ampli-Vision, Div. of International Telemeter Corp.
2000 Stoner Ave., Los Angeles 25, Cal.; V. G. Rumbellow, *general manager.*
Products: Electronic equipment for community systems; master antenna systems for hotels.

Andrew Corp.
363 E. 75th St., Chicago 19, Ill.; Triangle 4-4400; Robert P. Lamons, *director of marketing;* Robert C. Bickel, *sales manager.*
Products: Waveguide for uhf; coaxial line for uhf, vhf; coaxial switches; telescoping masts.
Branch Offices:
Ridgewood, N. J.: 75 N. Maple Ave.; Gilbert 5-2500; H. Detlets.
Claremont, Cal.: 941 Marylind Ave.; Lycoming 6-3505; Jeff D. Montgomery Jr.
Westwood, Mass.: 727 High St.; Dedham 3-5520; Charles R. Lane.
Whitby, Ont., Can.: 606 Beech St.; Mohawk 8-3348; John W. McLeod.

Andrews Tower, Inc.
1421 Oak Knoll Dr. and 1420 Layton Ave., Fort Worth 11, Tex. Terminal 1-1222; Johnnie Andrews, *president.*
Products: Towers and reflectors.

Animation Equipment Corp. (Oxberry)
705 S. Fulton Ave., Mount Vernon, N. Y.; Mount Vernon 4-3838; John Oxberry, *president;* A. Kip Livingston, *vice president;* Edward Willette, *sales manager.*
Products: Animation stands; registration devices; optical printers; 16 mm and 35 mm special-effects cameras.

A.R.F. Products, Inc.
7627 Lake St., River Forest, Ill.; Forest 9-6000; R. J. Napolitan, *general sales manager.*
Products: Signal generators; deviation meters; custom radio-phonographs; closed-circuit tv systems.

Atlas Sound Corp.
1449 39th St., Brooklyn 18, N. Y.; Gedney 8-5500; R. C. Reinhardt, *sales manager.*
Products: Microphone stands, boom stands, desks and accessories.

Audio Devices, Inc.
444 Madison Ave., New York 22, N. Y.; Plaza 1-6640; Bryce Haynes, *vice president.*
Products: Magnetic recording tape, film; recording discs; recording, playback stylii.
Branch Offices:
Chicago 30, Ill.: 5428 N. Milwaukee Ave.; Newcastle 1-9580; B. N. Freifeld.
Hollywood 46, Cal.: 840 N. Fairfax Ave.; Olive 3-2254; A. H. Bodge.

Audio Instrument Co., Inc.
133 W. 14th St., New York 11, N. Y.; Oregon 5-7820; C. J. LeBel, *president.*

Products: Magnetic-tape reverberation units; intermodulation meters.

Audio-Master Corp.
17 E. 45th St., New York 17, N. Y.; Oxford 7-0725; Herbert Rosen, *president.*
Products: Record, transcription players; tape, tape library; mood and bridge music library.

Audio & Video Products Corp. Special Effects Div.
730 Fifth Ave., New York 19, N. Y.; Plaza 7-3091; Robert D. Winston, *commercial products sales manager.*
Products: Tape-recording equipment and accessories.

B

Semon Bache & Co.
636 Greenwich St., New York 14, N. Y.: Watkins 4-2121; Ben Newton, *sales manager.*
Products: Evalast genuine electroplated copper-back mirrors; Evabright opaque and transparent front-surface mirrors; lenses, other glass items.
Branch Office:
Chicago 5, Ill.: 608 S. Dearborn St., Room 1301; Harrison 7-4243; M. S. Kriegel.

Background Engineers
7313 Santa Monica Blvd., Hollywood 46, Cal.; Hollywood 5-4161; W. S. Tillisch, *president.*
Products: Rental of rear-projection equipment.

E. J. Baughman Co.
1914 N. Cogswell Rd., El Monte, Cal.; Gilbert 4-7586; E. J. Baughman, *owner.*
Products: Microphone booms; gyrators; monitor carts; viewer hoods; remote pan and tilts; weatherproof housings.

Bausch & Lomb Optical Co.
683 St. Paul St., Rochester, N. Y.; Locust 3000. A. K. Marsters, *vice president, sales.*
Products: Balopticon tv slide projection; motion-picture camera lenses.

Bayside Timers
41-25 162nd St., Flushing 58, N. Y.; Independence 3-8935; Gale Dorothea, *general manager.*
Products: Program timers; repeat cycle timers; variable cycle timers; dimmers; vending controls; electrical control assemblies; pulse-counting systems.

John F. Beasley Construction Co.
402 S. D St., Muskogee, Okla.; Murray 7-6381; John F. Beasley, *president.*
Products: Tower erection and maintenance.
Branch Offices:
Dallas, Tex.: Mercantile Bank Bldg.; Riverside 3228.
Chicago, Ill.: 20 N. Wacker Dr.; State 2-7589.

Belden Manufacturing Co.
415 S. Kilpatrick, Chicago 44, Ill.; Esterbrook 8-1000; Les A. Thayer, *general sales manager.*
Products: Electronic cables, wires and lines.

Bell & Howell Co.
7100 McCormick Rd., Chicago 45, Ill.; Ambassador 2-1600; J. L. Wassell, *marketing manager.*
Products: Vidicon projection equipment for JAN 614-CBVM type; cameras; editing equipment.
Branch Offices:
Hollywood 38, Calif.: 716 N. LeBrea; Webster 9-3131; A. H. Bolt.
New York 20, N. Y.: 30 Rockefeller Plaza; Circle 5-5800; E. S. Lindfors.

Berlant Concertone
655 W. Washington Blvd., Los Angeles 15, Cal.; Richmond 9-7671; Brian Jenkins, *general manager.*
Products: Tape recorders.

Berndt-Bach, Inc.
983 N. Mansfield Ave., Hollywood 38, Cal.; Hollywood 2-0931; A. N. Brown, *sales engineer.*
Products: 16 mm magnetic and optical Auricon sound-on-film "TV-T" kinescope recording cameras and amplifiers; Auricon television-newsreel 16 mm sound-film cameras.

Charles Beseler Co.
219 S. 18th St., East Orange, N. J.; Orange 6-6500; M. F. Myers, *sales manager.*
Products: Projection and photographic equipment.

Bishop Mfg. Corp.
10 Canfield Rd., Cedar Grove, N. J.; Verona 8-2373; F. X. McCormack.
Products: Insulating tape.

Blaw-Knox Co.
300 Sixth Ave., Pittsburgh 22, Pa.; Express 1-1244; R. A. Troman, *manager, tower sales.*
Products: Antenna towers.
Branch Offices:
Birmingham, Ala.: Brown Marx Bldg.; Birmingham 54-7661; W. E. Balliet.
Chicago, Ill.: 36 S. Wabash Ave.; State 1-0430; J. C. McQuide.
New York, N. Y.: Chrysler Bldg.; Vanderbilt 6-0661; W. F. Simmons.
Philadelphia, Pa.: Suburban Station Bldg.; Rittenhouse 6-1681; W. F. Simmons.
San Francisco, Cal.: 681 Market St., Yukon 2-1569; J. P. Cullen.
Washington, D.C.: Wire Bldg.; Republic 7-3142; J. F. Simmons.

Blonder-Tongue Labs, Inc.
9 Alling St., Newark 2, N. J.; Market 2-8151; Joseph H. Kerner, *sales manager.*
Products: Amplifiers; uhf converters; coaxial-cable connectors; closed-circuit tv cameras; couplers; monitors; housings; tapoffs; Vidicon cameras; attenuators.

Bodde Screen & Projection Co.
11541 Bradley Ave., San Fernando, Cal.; Empire 5-2551; B. M. Bodde Jr., *general manager.*
Products: Background projection equipment.

Brach Mfg. Corp., Div. of General Bronze Corp.
200 Central Ave., Newark 3, N. J.; Humboldt 2-1500; Jerry Berger, *sales director.*
Products: Tv distribution systems, antennas and accessory products.

William Brand & Co., Inc.
North & Valley Sts., Willimantic, Conn.; Harrison 3-6301; Theodore M. Sanden, *vice president, sales.*
Products: Hook-up and high-voltage wires; transmission lines; coaxial cables; harnesses and cable assemblies; tubing; multi-conductor cables.
Branch Office:
Chicago 13, Ill.: 3959 N. Lincoln Ave.; Lakeview 5-8225; A. G. Ginsberg.

Broadcast Equipment Specialties Corp.
P.O. Box 149, Beacon, N. Y.; Beacon 9-4587; A. C. Travis Jr., *president.*
Products: Tape recorders.

Browning Labs, Inc.
750 Main St., Winchester, Mass.; Winchester 6-3700; Michael Halse, *sales manager.*
Products: SWR amplifiers; Klystron power supplies; WWV standard-frequency calibrators and frequency-modulation monitors; Simplex/Multiplex equipment.

Burke & James, Inc.
321 S. Wabash Ave., Chicago, Ill.; Harrison 7-8393; S. Drucker, *vice president and sales manager.*
Products: Photo equipment; tv camera lenses and mounts; special tv optics.

Bussman Mfg. Div., McGraw-Edison Co.
University at Jefferson, St. Louis 7, Mo.; Garfield 1-1740; J. C. Ingram, *vice president in charge of sales.*
Products: Fuses and fuseholders for tv and electronic equipment.
Branch Offices:
Jersey City 2, N. J.: 93 Montgomery St.; Henderson 5-3600; F. M. Sibley.
Chicago 6, Ill.: 9 S. Clinton St.; Dearborn 2-1893; E. J. Gasser.
Los Angeles 13, Cal.: 1004 E. 4th St.; Madison 5-1954; R. L. Kerr.
San Francisco 14, Cal.: 2166 Market St.; Underhill 3-2600; N. S. Beyer.
Seattle 4, Wash.: 95 Connecticut St. (c/o American Warehouse Co.); Main 0737; R. H. Shipek.

C

Califone Corp.
1041 N. Sycamore Ave., Hollywood 38, Cal.; Hollywood 2-2353; R. G. Metzner, *president.*
Products: Portable transcription players; phonographs; complete sound systems.

Calvin Co.
1105 Truman Rd., Kansas City 6, Mo.; Harrison 1-1234; Neal Keehn, *sales manager.*
Products: Motion-picture projectors for tv selling.

Camera Equipment Co., Inc.
315 W. 43rd St., New York 36, N. Y.; Judson 6-1420; Burton H. Zucker, *sales manager.*
Products: Professional junior tripods and dollies; balanced tv tripods; lens mounts; motion-picture equipment; cameras; editing; processing; lighting; rentals.

Camera Mart, Inc.
1845 Broadway, New York 23, N. Y.; Plaza 7-6977; Samuel Hyman, *sales manager.*
Products: Camart tv mike booms, tv camera, dollies, dual sound readers for editing tv films and optical FX units for reproducing special effects on tv, film or live.

Cannon Electric Co.
3208 Humboldt St., Los Angeles 31, Cal.; Capital 5-1251; Floyd M. Cate, *general sales manager.*
Products: Electrical connectors: audio-video, printed circuit, rack and panel, tv cable connectors, RF coaxial.
Branch Office:
Salem, Mass.: Pingree & Leavitt Sts.; Pioneer 5-0700; Robert B. Davidson.

Cardinal Mfg. Co., Inc.
3151 Fiberglas Rd., Kansas City 15, Kan.; Finley 2-2609; Paul J. Cook, *vice president and sales manager.*
Products: Cathode-ray tubes.

Cardwell Condenser Corp.
Hultenius St., Plainville, Conn.; Sherwood 7-2741.
Products: Variable capacitors; printed circuitry; electronic assemblies.

Carrier Corp.
300 S. Geddes St., Syracuse 1, N. Y.; Syra-

cuse 76-9911; C. V. Fenn, *vice president and general sales manager, machinery and systems division.*
Products: Studio air-conditioning systems.
Branch Offices:
Branch offices in 30 principal cities in the United States; Toronto and Montreal in Canada.

Cascade Research, Div. of Monogram Precision Industries, Inc.
17320 El Rancho Ave., Los Gatos, Cal.; El Gato 4-3540; Jay Stone, *sales manager.*
Products: Electron power tubes and rectifiers; microwave ferrite load isolators; ferrite duplexes and amplitode modulators.

CBS-Hytron Div. of Columbia Broadcasting System, Inc.
100 Endicott St., Danvers, Mass.; Spring 4-2360; John Q. Adams, *vice president, sales.*
Products: Electron tubes and semiconductor products.
Branch Offices:
Melrose Park, Ill.: 1990 N. Mannheim Rd.; Esterbrook 9-2100; O. Lee Ballengee.
Newark 2, N. J.: 32 Green St.; Market 3-5832; Stephen Lovin.
Los Angeles 16, Cal.: 4722 W. Jefferson Blvd.; Republic 2-0165; Leonard M. Murchison.

Centralab, Div. of Globe-Union, Inc.
900 E. Keefe Ave., Milwaukee 1, Wis.; Woodruff 2-9200; W. S. Parsons.
Products: Ceramic capacitors and insulators; packaged electronic circuits; variable resistors; rotary and slide switches.
Branch Offices:
In principal cities in the United States.

Century Lighting, Inc.
521 W. 43rd St., New York 36, N. Y.; Chickering 4-7050; N. Sonnenfeld.
Products: Lighting equipment; switchboards, connector strips, rear-screen projectors.
Branch Offices:
Santa Monica, Calif.: 1820 Berkeley; Louis Erhardt.
N. Miami, Fla.: 1477 N.E. 129th St.; George Gill.

Century Projector Corp.
729 Seventh Ave., New York 19, N. Y.; Circle 5-7048; L. W. Davee, *sales manager.*
Products: Projectors and sound equipment.

Chromatic Television Labs, Inc.
1501 Broadway, New York 36, N. Y.; Bryant 9-8700; Richard Hodgson, *president.*
Products: Color tubes.

Cinema Engineering, Div. of Aerovox Corp.
1100 Chestnut St., Burbank, Cal.; Victoria 9-5511; G. M. Smith, *sales-service manager.*
Products: Audio equalizers, amplifiers, patch panels, attenuators.

Cinematic Developments & Cinechrome Laboratory
2125 32nd Ave., San Francisco 16, Cal.; Montrose 4-2435; Arthur H. Hart, *president.*
Products: Design and development of special motion-picture equipment.

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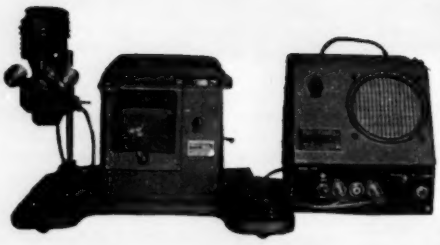

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1 Washington St., Dover, N. H.; Dover 975; I. J. Youngblood, *vice president, sales.*
Products: Controls and resistors.

Clebar Watch Co.
521 Fifth Ave., New York 17, N. Y.; Murray Hill 2-3890; Sy Rosen, *vice president, sales.*
Products: Stopwatches; timers; chronographs.

Clevite Transistor Products
241-257 Crescent St., Waltham 54, Mass.; Twinbrook 4-9330; Allen J. Dusault, *general sales manager.*
Products: Second detector diodes; high temperature diodes; transistors; silicon-germanium diodes.
Branch Offices:
Chicago, Ill.: 6261 W. Grand Ave.; Tuxedo 9-7060; Edward A. Cushman.
Raritan, N. Y.: 811 Lynwood St.; Mitchell 2-4061; Armand "Tony" Brunelle.

Coast Insulating Products
2316 San Fernando Rd., Los Angeles 65, Cal.; Capital 2-8131; W. M. Binford, *president.*
Products: Acoustical products and sound-control engineering for tv-radio studios.

Collins Radio Co.
855 35th St., N.E., Cedar Rapids, Iowa; Empire 3-0281; John M. Haerle, *broadcast sales manager.*
Products: Audio equipment, accessories; microwave relay systems; TV-STL links; consoles.
Branch Offices:
Dallas, Tex.: 1900 N. Akard St.; Riverside 8-5951; T. W. Sharpe.
Burbank, Cal.: 1510 W. Verdugo; Thornwall 5-2471; G. T. Tasto.
Knoxville, Tenn.: Dogwood Rd., Fountain City; MY 1-4378; J. F. Stanbery.
New York, N. Y.: 261 Madison Ave.; Murray Hill 7-6740; C. W. Service.
Miami 48, Fla.: 4471 N.W. 36th St.; Tuxedo 7-4728; L. O. Embree.
Washington, D.C.: 1200 18th St., N.W.; National 8-5415; W. J. McKnight.

Colorobot Electronics, Div. of Musicolor, Inc.
333 N. Michigan Ave., Chicago 1, Ill.; Superior 7-9481; Maurice Metzel, *president;* Vic Brown, *sales manager.*
Products: Telecolor animated color lighting apparatus synchronized with music.

Commercial Radio-Sound Corp.
652 First Ave., New York 16, N. Y.; Oregon 9-0400; Arthur W. Schneider, *secretary.*
Products: Closed-circuit tv systems; multiple tv-antenna systems.
Branch Office:
Newark 2, N. J.: 1060 Broad St.

Communication Products Co., Inc.
Marlboro, N. J.; J. L. Bernard Jr., *president.*
Products: Transmission line and fittings; tower hardware; dehydrators; antennas; styroflex cable and fittings; switches; lacquer; custom-built transmitting specialties.

Community Engineering Corp.
Box 824, State College, Pa.; Adams 7-7221; James R. Palmer, *president.*
Products: Electronic equipment for community tv systems, industrial, closed-circuit and pay-tv systems and for reception and distribution of tv signals at RF frequencies and wide band.

Condenser Products Co.
140 Hamilton St., New Haven 4, Conn.; Main 4-1174; Richard J. Hesse, *sales engineer.*

Products: Condensers; power supplies.
Branch Office:
Chicago, Ill.: 7517 N. Clark St.; Ambassador 2-3727; George Mistic.

Conrac, Inc.
19217 E. Foothill Blvd., Glendora, Cal.; Edgewood 5-1241; W. J. Moreland, *president.*
Products: Monochrome and color video monitors; audio-video receivers for monitoring and rebroadcast applications.

Consolidated Tower Service
1123 Michigan Ave., Fort Wayne 6, Ind.; Anthony 7-0202; Nelson I. Swager, *general manager.*
Products: Tower, antenna and lighting systems; tower erection; antenna and lighting installation and maintenance.

Continental Carbon, Inc.
13900 Lorain Ave., Cleveland 11, Ohio; Clearwater 1-6500; W. M. Wood, *vice president.*
Products: Resistors.

Continental Electronics Mfg. Co.
4212 S. Buckner Blvd., Dallas 27, Tex.; Evergreen 1-1137; W. M. Witty, *general manager.*
Products: Transmitters.

Cornell-Dubilier Electric Corp.
333 Hamilton Blvd., South Plainfield, N. J.; Plainfield 6-9000; R. T. Leary, *sales manager, distributor division.*
Products: Capacitors; inverters, vibrators; antennas; rotors.
Branch Offices:
Chicago 39, Ill.: 5247 W. Diversey Ave.; Berkshire 7-6842-3-4-5; H. Vonder.
Venice, Cal.: 4144 Glencoe Ave.; Exmount 8-9777; Paul Kuefler.

Costelow Co., Inc.
125 Kansas Ave., Topeka, Kan.; Central 3-6598; John A. Costelow, *president.*
Products: Suppliers and erectors of towers.

Crouse-Hinds Co.
Wolf & 7th Sts., Syracuse 1, N. Y.; 74-1011; John R. Tuttle, *president.*
Products: Tower lighting equipment; beacons; obstruction lights; lighting control and monitor systems; complete lighting kits and systems for television; radio and microwave towers.
Branch Offices:
Offices and resident representatives in 36 principal cities in the United States.

Cubic Corp.
5575 Kearny Villa Rd., San Diego 11, Cal.; Browning 7-6780; Walter J. Zable, *president.*
Products: Microwave test equipment and components; generators; wattmeters.

D

Dage Television Division, Thompson Products, Inc.
W. 10th St., Michigan City, Ind.; Triangle 4-3251; John R. Howland, *general sales manager.*
Products: Closed-circuit and broadcast tv equipment for black-and-white and color; self-contained industrial cameras and accessories to adapt the equipment to specialized-systems design.

Dale Products, Inc.
P.O. Box 136, Columbus, Neb.; Locust 4-3131; R. H. Engstrom, *sales manager.*
Products: Wire-wound and deposited carbon resistors.

Da-Lite Screen Co., Inc.
Warsaw, Ind.; AM 7-8101; C. J. Cerny, *vice president, sales.*
Products: Projection screens and accessories.

Davelle Laboratories
145-70 228th St., Springfield Gardens 13, N. Y.; Laurelton 7-4800; Elliot March, *sales manager.*
Products: Printed circuit chassis.

Daven Co.
530 W. Mt. Pleasant Ave., Livingston, N. J.; Livingston 6-4300; E. L. Grayson, *sales manager.*
Products: Resistors; switches; attenuators; test equipment; transmission and noise measuring sets; vacuum-tube voltmeters.

Detroit Steeplejack Co.
13739 Shady Lane, Bolles Harbor, Monroe, Mich.; Alva T. Elmes, *president.*
Products: Tower manufacture and erection.

Diamond Power Specialty Corp.
Lancaster, Ohio; W. I. McCord, *manager, electronic sales.*
Products: Closed-circuit and industrial tv systems; Vidicon cameras; monitors; camera pick-up tubes; image dissectors.

Dorne & Margolin, Inc.
30 Sylvester St., Westbury, N. Y.; Edgewood 4-3200; Arthur Dorne, *president.*
Products: Antenna research, development and production.

Downing Crystal Co.
191 Shaffer St., Westminster, Md.; Westminster 1192; John Downing, *president.*
Products: Quartz crystals.

Dresser-Ideco Co.
875 Michigan Ave., Columbus 8, Ohio; Axminster 9-2123; J. M. Hogan, *product manager;* J. R. Hayden, *sales manager.*
Products: Broadcast antenna towers.
Branch Office:
Los Angeles 44, Cal.: 8909 S. Vermont Ave.; Pl 8-4194; K. H. Brust.

M. Ducommun Co.
580 Fifth Ave., New York 36, N. Y.; Plaza 7-2540; A. G. Stepchuk, *manager.*
Products: Minerva radio-tv stop watches; filmmeter stopwatches.

Allen B. DuMont Laboratories, Inc., Technical Products Div.
760 Bloomfield Ave., Clifton, N. J.; Mulberry 4-7400; Kenneth F. Petersen, *sales manager, tv transmitter dept.*
Products: Transmitters; studio equipment and associated products.
Branch Offices:
Dallas 25, Tex.: 3628 Marquette Ave.; Forest 8-3510; George R. Winston.
Minneapolis 10, Minn.: 6117 St. Johns Ave.; Walnut 6-5476; B. J. Klindworth.
Atlanta, Ga.: 254 E. Paces Ferry Rd.: Exchange 7243; L. C. Radford Jr.

Dynamic Electronics-New York, Inc.
73-39 Woodhaven Blvd., Forest Hills, N. Y.; Illinois 9-7000; J. M. Winer, *president;* Dave Cole, *national sales manager.*
Products: Test and measuring equipment; communication and microwave receivers; tv accessories; hi-fi components; speaker systems; consoles; switches.
Branch Office:
New York, N. Y.: 17 Warren St.; Barclay 7-6465; Frank Davis.

E

Eastern Mike-Stand Co.
56 Christopher Ave., Brooklyn 12, N. Y.; Dickens 2-3538; S. Sherman, *owner.*
Products: Microphone stands, adaptors,

Eastman Kodak Co.
343 State St., Rochester 4, N. Y.; Locust 2-6000; Donald E. Hyndman, *sales manager, motion-picture film dept.*
Products: Television projectors, cameras, lenses and filters; 16mm and 35 mm motion-picture film.
Branch Offices:
New York 17, N. Y.: 342 Madison Ave.; E. M. Stifle.
Hollywood 38, Cal.: 6706 Santa Monica Blvd.; Emery Huse.
Chicago, Ill.: 130 E. Randolph Dr.; Kenneth M. Mason.

Eidson Electronic Co.
1902 N. Third St. at Shell, Temple, Tex.; PR 3-3901; Merrill Eidson, *owner and general manager.*
Products: Quartz crystals; station-frequency measuring service.

Eitel-McCullough, Inc.
798 San Mateo Ave., San Bruno, Cal.; Juno 8-1212.
Products: Eimac klystrons and negative-grid tubes.
Branch Offices:
Los Angeles 19, Cal.: 1140 Crenshaw Blvd.; Webster 1-1257; Herb Becker. Atlanta, Ga.: 2524 Jenny Wren Lane, S.W.; Plaza 8-4910; J. E. Joyner Jr. Chicago 43, Ill.: 10105 S. Western Ave.; Cedarhurst 3-7388; Royal J. Higgins Co. Jersey City 2, N. J.; 15 Exchange Pl.; Delaware 3-2424; Adolph Schwartz.
Boston 61, Mass.: 148 Needham St. (Newton Highlands); Decatur 2-4800; Tim Coakley Sales Office.
Seattle 44, Wash.: 1806 Bush Pl.; East 1737; Rush S. Drake Associates.
Denver 7, Colo.: 5528 E. Colfax Ave.; Florida 5-3525; McCloud & Raymond Co.
Kansas City 5, Mo.: 4550 Main St., Rm. 224; Logan 4826-7; Clyde H. Schryver Sales Co.
Dallas 17, Tex.: 1431 Pleasant Dr.; Express 0988; Jack Yount.
Ottawa, Ont., Can.: P.O. Box 715; Ottawa 3-4068; Ahearn & Soper, Ltd.

Elco Corp.
M St. below Erie Ave., Philadelphia 24, Pa.; Cumberland 9-5500; Leo Kagan, *vice president, sales.*
Products: Sockets; shields; binding posts; connectors.

Electrical Tower Service, Inc.
325 S. Washington St., Peoria, Ill.; Peoria 3-9846; Stanley Bernstein, *president.*
Products: Tower erection and maintenance.

Electro, Inc.
425 S. Sandusky St., Delaware, Ohio; Delaware 3-1201; J. F. Myer, *sales manager.*
Products: Tape recorders.

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Electro-Chemical Products Corp.
60 Franklin St., East Orange, N. J.; Orange 4-1060.
Products: Ecco anti-static film cleaner; Ecco Speedrol applicator.

Electro Precision Products, Inc.
139-30 39th Rd., Flushing, N. Y.; Flushing 8-1795; J. J. McCann, *president.*
Products: Coaxial connectors; waveguides; RF fittings.

Electro Supply Co.
405 Broom St., Madison 3, Wis.; Madison 6-0216; Louis S. Glass.
Products: Towers.
Branch Office:
Peoria, Ill.: 325 S. Washington St.; Peoria 3-9846; Stanley Bernstein.

Electro-Voice, Inc.
Cecil & Carroll Sts., Buchanan, Mich.; Oxbow 5-6831; Albert Kahn, *president.*
Products: Microphones; loudspeakers; phonograph cartridges.

Electronics Development Co., Inc.
3743 Cahuenga, North Hollywood, Cal.; Stanley 7-3223; Joseph H. Leaming, *president and chief engineer;* D. W. Baisch, *general manager.*
Products: Transmitters; microwave sound duplexers.

Elizabeth Iron Works, Inc.
P.O. Box 360, Elizabeth, N. J.; Elizabeth 4-2000; Edward Lewin, *general sales manager.*
Products: Tower manufacture.

Elmor Co.
29 E. Madison St., Chicago 2, Ill.; Central 6-9672; Hyman Weiner, *manager.*
Products: Stopwatches and chronographs for television and radio.

Emsco Manufacturing Co.
P.O. Box 1289, Houston 17, Tex.; Milby 5-3361; P. M. Davis, *manager, structural steel.*
Products: Towers.
Branch Offices:
Dallas 1, Tex.: Continental Bldg.; Sterling 5358; W. C. Kinder.
Garland, Tex.: P.O. Box 368; Garland 3-1515; J. E. Oster.
Los Angeles 54, Calif.: P.O. Box 2098; Jefferson 5261; J. H. Andrews.

Entron, Inc.
4902 Lawrence St., Box 287; Bladensburg, Md.; Appleton 7-9585; H. M. Diambra, *president.*
Products: Community systems; Equatrol RF systems; closed-circuit systems.

Equipment & Service Co.
7118 Envoy Court, Dallas 35, Tex.; Fleetwood 1-9947;
John A. Green, *owner.*
Products: Custom manufacturing; consulting engineering; weatherproof outlet boxes.

F

Fairchild Recording Equipment Co.
10-40 45th Ave., Long Island City 1, N.Y.; Stillwell 4-6163; R. G. Bach.
Products: Professional recording and playback equipment.

Federal Telecommunications Labs., Div. of I. T. & T.
500 Washington Ave., Nutley 10, N. J.; Nutley 2-3600; E. W. Deiss.
Products: Transmitters; film and studio equipment; microwave.

Federal Telephone & Radio Co., Div. of I. T. & T.
100 Kingsland Rd., Clifton, N. J.; Nutley 2-3600; W. C. Schmitt.
Products: Tubes.
Branch Office:
Washington 6, D. C.; 1909 Massachusetts Ave., N.W.; Hobart 2-0110; E. J. Girard.

Fish-Schurman Corp.
70 Portman Rd., New Rochelle, N. Y.; New Rochelle 6-1300; Murray Yawitz, *president and sales manager.*
Products: Optical elements, including dichroic and achromatic beam splitters for color television.

C. H. Fisher & Associates
6100 N. E. Columbia Blvd., Portland 13, Ore.; Atlantic 7-7303; C. H. Fisher, *manager.*
Products: Towers; coaxial lines.

Fleetwood Corp.
1037 Custer Dr., Toledo, Ohio; Klondike 9339; John Cole, *president.*
Products: Vidicon cameras and camera chains; studio equipment; uhf transmitters; mobile trucks and equipment.

Flett Laboratory
3711 Marshall Rd., Drexel Hill, Pa.; Clearbrook 9-4500; W. J. Flett, *director.*
Products: Slide projectors; cameras; special equipment.

Foto-Video Laboratories, Inc.
36 Commerce Rd., Cedar Grove, N.J.; Pilgrim 4-6000; A. J. Baracket, *president and chief engineer;* C. E. Underwood, *sales manager.*
Products: Cameras; video amplifiers and generators; tv test equipment; power supplies; slides, multiplexers and light boxes.

Jack A. Frost
234 Piquette Ave., Detroit 2, Mich.; Trinity 3-8030; Jack A. Frost, *owner.*
Products: Lighting equipment; boom equipment; generators; portable substations.
Branch Office:
Toronto, Ont., Can.: 41 Kipling Ave. S.; Belmont 1-0247; James Fuller.
Monroe, Mich.: 623 S. Telegraph; O. C. Farner.

G

Gabriel Electronics Div. of the Gabriel Co.
135 Crescent Rd., Needham Heights 94, Mass.; Hillcrest 4-0005; Steven Galagan, *director of engineering and sales.*
Products: Transmitting antennas; passive and parabolic reflectors.

Gates Radio Co.
123 Hampshire St., Quincy, Ill.; Baldwin 2-8202; L. J. Cervone, *general sales manager.*
Products: Television transmitters, antennas; complete package equipment for low-powered tv stations; audio control consoles.
Branch Offices:
New York 17, N. Y.: 51 E. 42nd St.; Murray Hill 7-7971; Edward Wilder.
Washington, D. C.: 13 & E Sts., N.W.; Metropolitan 8-0522; W. W. Warren.

General Communications, Broadcast Div., Inc.
P.O. Box 169, Ft. Atkinson, Wis.; Jordan 3-5547; E. D. Peterson, *president.*
Products: Color-video relay switching systems; distribution amplifiers; regulated power supplies.

General Electric Co., Industrial Electronics Div., Technical Products Dept.
Electronics Park, Syracuse, N.Y.; Granite 6-4411; John Wall, *manager, sales.*
Products: Antennas; amplifiers; studio equipment; closed-circuit tv equipment.
Branch Offices:
In 15 principal cities in the United States.

General Instrument Corp.
829 Newark Ave., Elizabeth, N. J.; Elizabeth 3-4400; J. McDonough, *director of sales.*
Products: Components.

General Precision Lab., Inc.
63 Bedford Rd., Pleasantville, N. Y.; Rogers 9-5000. N. M. Marshall, *sales manager.*
Products: Studio and portable tv equipment; tv projection and closed-circuit systems.
Branch Offices:
Pasadena, Cal.: 21 N. Santa Anita Ave.; Sycamore 5-5869; R. K. Hunsicker.
La Grange, Ill.: 23 W. Calendar Ave.; Fleetwood 2-9330; R. H. Johnston.

General Radio Co.
275 Massachusetts Ave., Cambridge 39, Mass.; Trowbridge 6-4400; Myron T. Smith, *sales manager.*
Products: Test and measuring equipment; coaxial elements; lighting control dimmers.
Branch Offices
Abington, Pa.: 1150 York Rd.; Hancock 4-7419; Kipling Adams.
Chicago 5, Ill.: 920 S. Michigan Ave.; Wabash 2-3820; W. M. Ihde.
Los Angeles 38, Cal.: 1000 N. Seward St.; Hollywood 9-6201; W. R. Saylor.
New York 6, N. Y.: 90 West St., Worth 4-2722; W. R. Thurston.
Silver Spring, Md.: 8055 13th St.; Juniper 5-1088; C. W. Harrison.
Oak Park, Ill.: 6605 W. North Ave.; Village 8-9400; W. M. Ihde.
Ridgefield, N. J.: Broad Ave. at Linden; Whitney 3-3140; G. G. Ross.
Los Altos, Cal.: 1182 Los Altos Ave.; Whitecliff 8-8233; J. G. Hussey.
Toronto 15, Ont., Can.: 99 Floral Pkwy.; Cherry 6-2171; A. Kingsnorth.

W. J. German, Inc.
Jane St., Fort Lee, N. J.; Longacre 5-5978; William J. German, *president;* M. B. Reilly, *executive vice president;* Louis A. Bonn, *vice president.*
Agent for the sale and distribution of Eastman motion-picture films.
Branch Office:
W. J. German, Inc., of California: 6677 Santa Monica Blvd., Hollywood 38, Cal.; Hollywood 4-6131; E. O. Blackburn, *vice president and general manager;* G. H. Gibson, J. L. Courcier, H. E. Pratt, *vice presidents.*

Grand Iron Works, Inc.
525 Tiffany St., New York 59, N. Y.; Dayton 8-2600; B. E. Alpern, *president.*
Products: Tower manufacture and erection.

Graphic Systems
55 W. 42nd St., New York 36, N. Y.; Wisconsin 7-8444; Hines Hachett, *manager.*
Products: Visual traffic control boards; printed business forms for tv stations.

Gray Research and Development Co., Inc.
658 Hilliard St., Manchester, Conn.; Mitchell 9-4506; H. K. McKenzie, *general sales manager.*
Products: Automatic and manual projectors; automatic 2x2" transparency projectors: sound-effects consoles: transcription arms and equalizers; amplifiers; turntables.
Branch Office:
New York, N. Y.: 521 Fifth Ave.; Murray Hill 7-4590; R. Otto.

Graybar Electric Co., Inc.
420 Lexington Ave., New York 17, N. Y.; Lexington 2-4000; J. W. LaMarque, *general commercial sales manager.*
Products: Transmitters; antennas and towers; microwave link equipment; control-room, studio and studio-test-and-measuring equipment; emergency power plant and associated equipment.

H

F. Sumner Hall, Inc., Audio Equipment Sales Div.
153 W. 33rd St., New York 1, N. Y.; Bryant 9-9276; F. Sumner Hall, *president.*
Products: Jack panels; jacks; cords; plugs; microphone call-letter plates and accessories; record labels.

Hallamore Electronics Co., Div. of Siegler Corp.
8352 Brookhurst Ave., Anaheim, Cal.; PR 4-1010; Lloyd G. Hallamore, *president, electronics division.*
Products: Industrial closed-circuit tv systems and electronic communication systems; one-man tv studios for pay-tv organizations.

J. M. Hamilton, Inc.
Box 2432, Gastonia, N. C.; University 4-2115; J. M. Hamilton, *president.*
Products: Erection and maintenance of towers.

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HOllywood 4-6131

EQUIPMENT

Hammarlund Mfg. Co., Inc.
460 W. 34th St., New York 1, N. Y.; Longacre 5-1300; Robert B. Moom, *general sales manager.*
Products: Remote supervisory control and data transmission equipment; variable capacitators.

Harvey Radio Co., Inc.
103 W. 43rd St., New York 36, N. Y.; Judson 2-1500; H. E. Sampson, *president.*
Products: Broadcast supplies; tape recorders; tubes, batteries; test equipment; audio systems.

Harwald Co., Inc.
1245 Chicago Ave., Evanston, Ill.; Davis 8-7070; Robert Menary, *sales manager.*
Products: Automatic slide projectors; automatic film-inspection and editing machines; film cleaners and conditioners; film racks and disc cabinets; splicers; 16 mm projectors.

Harwood Manufacturing Co.
466 W. Superior St., Chicago 10, Ill.; Whitehall 3-0465.
Products: Lighting equipment; sheet-metal fabricating.

Helipot Corp.
Box 458, Newport Beach, Cal.; Liberty 8-0611; Karl E. Heller, *sales manager.*
Products: Delay lines.

Heppner Manufacturing Co.
Box 608, Round Lake, Ill.; Kimball 6-2161; Raymond Cuny, *sales manager.*
Products: Ion traps; focus devices; ferrite antennas, flyback transformers; centering devices; speakers.

Hewlett-Packard Co.
275 Page Mill Rd., Palo Alto, Cal.; Davenport 5-4451; W. Noel Eldred, *sales manager.*
Products: Monitors and related test equipment.

Holt Electronic Mfg.
105 E. Spruce St., Mahanoy City, Pa.: 1228; Martin F. Kerrigan, *manager.*
Products: Community antenna equipment.

Houston Fearless Corp.
11801 W. Olympic Blvd., Los Angeles 64, Cal.; Bradshaw 2-4331; K. B. Elliott, *vice president, sales.*
Products: Television camera pedestals, cranes, dollies, friction heads, relay tilt heads, cradle type and pan heads; remote-control microwave parabolas; remote-control equipment.
Branch Offices:
New York 17, N. Y.: 527 Lexington Ave.; Circle 7-2976; Louis J. Girola.
Washington 5, D.C.: 412 Albee Bldg.; Executive 3-3838; J. L. Jiruska.

Hughey & Phillips, Inc.
3200 N. San Fernando Blvd., Burbank, Cal.; Victoria 9-1104; J. H. Ganzenhuber, *vice president and general manager.*
Products: 300 mm code beacons; obstruction lights; photo-electric controls beacon flashers; microwave tower control and alarm units; remote lamp failure indicator systems; complete tower-lighting kits; sleet-melter circuits.

Hycon Mfg. Co.
2961 E. Colorado St., Pasadena, Cal.; Sycamore 5-4241; John Thompson, *manager, commercial sales.*
Products: Microwave systems and componenst; tv service equipment.

I

Industrial Mica Corp.
223 S. Van Brunt St., Englewood, N. J.; Lowell 8-7200; Norm J. Bottie, *sales manager.*
Products: Mica parts punched to specification for television tubes and electronic tubes.

Industrial Television, Inc.
369 Lexington Ave., Clifton, N. J.; Gregory 3-0900; Horace Atwood Jr., *president.*
Products: Monitors; field strength meters.

International Crystal Mfg. Co., Inc.
18 N. Lee St., Oklahoma City 1, Okla.; Forest 5-1165; R. R. Freeland, *vice president and general manager.*
Products: Quartz crystals; crystal oscillators.

International Film Bureau, Inc.
57 E. Jackson Blvd., Chicago 4, Ill.; Wabash 2-1648; Wesley Greene, *president;* Barbara Bonner, *tv department.*
Products: Two-way motor rewinds; lighting equipment; reels and cans; storage cabinets.

International Rectifier Corp.
1521 E. Grand Ave., El Segundo, Cal.; Oregon 8-6281; J .T. Cataldo, *ass't general manager.*
Products: Selenium rectifiers and diodes.
Branch Offices:
Chicago 6, Ill.: 205 W. Wacker Dr.; Franklin 2-3889; L. W. Phinney.
New York 22, N. Y.: 501 Madison Ave.; Plaza 3-4942; A. Nash.

International Research Associates, Div. of Iresco, Inc.
2221 Warwick Ave., Santa Monica, Cal.; Texas 0-4415; L. E. Brown, *president.*
Products: Monitors; video sync equipment; relay equipment; field survey; low-power transmitters; broad-band amplifiers; on-frequency re-radiation transmitters; color test equipment.

International Telemeter Corp., Amph-Vision Div.
2000 Stoner Ave., Los Angeles 25, Cal.; Bradshaw 2-7045; V. G. Rumbellow, *general manager, Ampli-Vision Div.*
Products: Wired pay-tv and community antenna tv systems.

Inter-state Communications Co.
845 Chicago Ave., Evanston, Ill.; Davis 8-4800; Michael J. Cudahy, *sales manager.*
Products: Microwave relay equipment and systems.

J

Dr. Henry Jasik
61 Second St., Mineola, N. Y.; Pioneer 6-4335.
Products: Antenna and allied components for community antenna systems.

Jenfred, Inc.
36 W. 57th St., New York 19, N. Y.; C. M. Frederick, *president.*
Products: Rear-projection equipment.

Jennings Radio Manufacture Corp.
970 McLaughlin Ave., San Jose 8, Cal.; Cypress 2-4025; Calvin K. Townsend, *vice president.*
Products: Small vacuum capacitators; high voltage vacuum switches and tube voltmeter; vacuum capacitator voltage meter.

Jensen Mfg. Co.
6601 S. Laramie Ave., Chicago 38, Ill.; Portsmouth 7-7600; R. P. Glover, *vice president.*
Products: Monitoring loudspeaker systems.

Jerrold Electronics Corp.
23rd & Chestnut Sts., Philadelphia 3, Pa.; Locust 4-0707; M. J. Shapp, *president.*
Products: Community antenna systems; tv reception aids; tv distribution systems; field strength meters; test equipment.
Branch Offices:
In eight principal cities in the United States and in Toronto, Ont., Can.

Johns-Manville Sales Corp.
22 E. 40th St., New York, N. Y.; Lexington 2-7600; P. J. Washburn, *manager, acoustics.*
Products: Acoustical materials.

E. F. Johnson Co.
Waseca, Minn.; Waseca 990; M. W. Will, *sales manager.*
Products: Inductors; capacitators, rf contactors; tower lighting filters; phase sampling loops; antenna insulators and feed-through assemblies.

Jontz Manufacturing Co.
1101 E. McKinley Ave., Mishawaka, Ind.; Blackburn 9-2496; W. R. Jontz, *president and general manager.*
Products: Towers; masts; mast bases and mounts; guy rings.

K

Kaar Engineering Corp.
2995 Middlefield Road, Palo Alto, Cal.; Davenport 6-5050; Frank A. Genochio, *sales manager.*
Products: Conalert, conelrad receiver.

Kahle Engineering Co.
1307 Seventh St., N. Bergen, N J.; Union 7-6500; J. B. Lindsay, *engineering representative.*
Products: Tv or cathode-ray tube production equipment.

Kalbfell Labs, Inc.
1090 Morena Blvd., San Diego 10, Cal.; Cypress 8-6181; Richard T. Silberman.
Products: Studio, control-room and remote equipment; closed-circuit equipment.
Branch Offices:
Sales representatives in principal cities.

Kay Electric Co.
14 Maple Ave., Pine Brook, N. J.; Caldwell 6-4000; J. Gilmore, *sales manager.*
Products: Sweepers; noise-figure measurement; sound analysis.

Kay Lab, Inc.
5725 Kearney Villa Road; San Diego 12, Cal.; Browning 7-6700; Richard T. Silberman, *general manager.*
Products: Broadcast and individual television systems with complete line of accessories.
Branch Offices:
New York 21, N. Y.: RMC Associates, 170 E. 80th St.; Trafalgar 9-2023; Robert Asen.
Washington 9, D.C.: Horman Associates, Inc., 2017 S St., N.W.; Decatur 2-5705; Frederick L. Horman.

Kepco Labs.
131-38 Sanford Ave., Flushing 55, L. I., N. Y.; Independence 1-7000; M. Kupfergerb, *general manager.*
Products: Power supplies.

Kin Tel, Div. of Cohu Electronics, Inc.
5725 Kearney Villa Rd., San Diego 12, Cal.; Browning 7-6700; R. T. Silberman, *vice president, marketing.*
Products: Industrial television equipment and broadcast television equipment.

Joseph Kinney Co., Inc.
Locust St., Carnegie, Pa.; Walnut 2-1226; J. Kinney Jr., *president.*
Products: Copper clad steel and invar sheets; wave guides; wall tubing.

Kliegl Bros., Inc.
321 W. 50th St., New York 19, N. Y.; Columbus 5-0130; Herbert R. More, *manager tv sales.*
Products: Complete line of studio lighting and control equipment.
Branch Office:
Los Angeles 17, Cal.: 1228 W. 6th St.; Michigan 6621; Arch Monson.

James Knights Co.
Sandwich, Ill.; Sandwich 2141; E. H. Aberdeen, *sales manager.*
Products: Frequency control, deviation and associated equipment.

Kollmorgen Optical Corp.
347 King St., Northampton, Mass.; Justice 4-0280; William C. O'Donnell, *sales manager.*
Products: Tv projection lenses and mirrors.

L

Ladue Supply, Inc.
8870 Ladue Rd., St. Louis 24, Mo.; Parkview 5-6490; William E. Ball, *president.*
Products: Chemsteel package tv and radio stations (without electronic equipment).

Lambda Electronics Corp.
103-02 Northern Blvd., Corona 68, N. Y.; Twining 8-9400; S. Weston, *executive vice president.*
Products: Electronic test equipment; power supplies.

Lambda-Pacific Engineering, Inc.
14725 Arminta St., Van Nuys, Cal.; Stanley 3-2400; Harold Arment, *sales manager.*
Products: Microwave relay systems; television auxiliaries.

Langevin Manufacturing Corp.
37 W. 65th St., New York 23, N. Y.; Endicott 2-7200; George Schatz, *sales manager.*
Products: Audio and electronic equipment.

James B. Lansing Sound, Inc.
2439 Fletcher Dr., Los Angeles 39, Cal.; Normandy 3-3218; W. H. Thomas, *president.*
Products: Precision transducers; loudspeaker enclosers.

Lehigh Structural Steel Co.
17 Battery Pl., New York 4, N. Y.; Whitehall 4-1424; J. F. Neary, *sales manager, radio and export division.*
Products: Towers.

Lel, Inc.
380 Oak St., Copiague, N. Y.; Amityville 2-2200; R. S. Mautner, *president.*
Products: Generators; radar, video and missile amplifiers; test and measuring equipment.

Lewis & Kaufman, Ltd.
17320 El Rancho Ave., Los Gatos, Cal.; El Gato 4-3540; Jack Kaufman, *president and sales manager.*
Products: Electron power tubes and rectifiers.

Liberty Tower Mfg. Co.
Dieterich, Ill.; 2-37; Glenn D. Griffith, *owner.*
Products: Towers, complete installations; lighting equipment.

John E. Lingo & Son, Inc.
2814 Buren Ave., Camden 5, N. J.; Woodlawn 4-0487; John E. Lingo, *president.*
Products: Television transmitting antennas.

Lynmar Engineers, Inc.
1432 N. Carlisle St., Philadelphia 21, Pa.; Stevenson 7-4450; Donald R. Trilling, *sales manager.*
Products: Master tv antenna distribution systems.

M

Machlett Labs., Inc.
1063 Hope St., Springdale, Conn.; Fireside 8-7511; H. J. Hoffman, *vice president.*
Products: Image orthicon, vidicon, high-power transmitting triodes for tv transmitters.
Branch Office:
Chicago 10, Ill.: 510 N. Dearborn St.; Michigan 2-5316; D. S. Frankel.

Magnasync Manufacturing Co., Ltd.
5546 Satsuma Ave., North Hollywood, Cal.; Poplar 6-1692; Howard V. Auchstetter, *sales manager.*
Products: Magnetic film recording and reproducing equipment.

Magnecord, Div. of Midwestern Instruments
41st & Sheridan Rd., Tulsa, Okla.; Riverside 7-1331; Hugh J. Daly, *general sales manager.*
Products: Professional magnetic-tape recording equipment.

Magnetic Sales Corp.
1147 N. Vine St., Hollywood 38, Cal.; Hollywood 9-6391; Ronald C. Cogswell, *general manager.*
Products: Magnetic film for use in tv and motion-picture sound recording.

J. A. Maurer, Inc.
37-01 31st Street, Long Island 1, N. Y.; Stillwell 4-4600; Frank J. Kelly, *sales manager.*
Products: 16 mm professional motion-picture cameras for producing tv film; multiple-track 16 mm sound-on-film recording systems; kinescope recording systems.

Measurements Corp.
Intervale Rd., Boonton, N. J.; Deerfield 4-2131; N. C. Dolan Jr.
Products: Standard television-signal generators.

Metropolitan Electric Manufacturing Corp., Lumitron Div.
22-50 Steinway St., Long Island City 5, N. Y.; Astoria 8-3200; Robert Drumheller, *sales manager.*
Products: Studio lighting control boards; lighting fixtures and accessories; electrical distribution systems; panelboards.

Metropolitan Telephone Supply Corp.
254 Navy St., Brooklyn 1, N. Y.; Main 3-3769; Sheppard Beidler, *president.*
Products: Telephone and telegraph equipment.

Microlab
71 Okner Blvd., Livingston, N. J.; Livingston 6-0692; Harry A. Augenblick Jr., *president.*
Products: Coaxial attenuators; filters; multipliers; terminations; uhf test equipment.

Microwave Associates, Inc.
N.W. Industrial Park, Burlington, Mass.; Browning 2-3000; G. S. Kariotis, *vice president, sales.*
Products: Microwave diodes components, semiconductors.

Midland Manufacturing Co., Inc.
3155 Fiberglass Rd., Kansas City 15, Kan.; Finley 7950; P. J. Cook, *sales manager.*
Products: Cathode-ray tubes.

Milo Electronics Corp.
530 Canal St., New York 13, N. Y.; Beekman 3-2980; Milton A. Putterman, *president.*
Products: Test equipment; set parts; tubes and transistors.

Milwaukee Transformer Co.
5231 N. Hopkins St., Milwaukee 9, Wis.; Hopkins 6-5532; Howard S. Knopow, *partner.*
Products: Transformers.

Minnesota Mining & Mfg. Co.
900 Bush Ave., St. Paul 6, Minn.; Prospect 6-8511; D. E. Denham, *sales manager, magnetic products.*
Products: Magnetic tape and accessories.
Branch Offices:
Atlanta 18, Ga.: 732 Ashby St., N.W.; Trinity 6-4401; G. S. Miles.
Chicago 8, Ill.: 1500 S. Western Ave.; Monroe 6-6126; R. A. Kelley.
Cincinnati 37, O.: 4835 Para Dr.; Elmhurst 1-2313; J. J. O'Brien.
Cleveland 11, Ohio: 12430 Elmwood Ave.; Boulevard 2-5200; A. D. Steele.
Dallas 2, Tex.: 1221 Dragon St.; Riverside 6256; R. A. Henderson.
Los Angeles 22, Cal.: 6023 S. Garfield Ave.; Raymond 3-6641; M. D. Benson.
Newton Center 59, Mass.: 1330 Center St.; Decatur 2-9810; E. F. Gregg.
Philadelphia 20, Pa.: 5698 Rising Sun Ave.; Pilgrim 2-0200; J. T. Donahue.
Ridgefield, N. J.: 700 Grand Ave.; Whitney 3-6700; W. F. Enright.
San Francisco, Cal.: 320 Shaw Rd.; Plaza 6-0800; F. A. Blankenbaker.
St. Louis 8, Mo.: 3700 Forest Park Blvd.; Jefferson 5-5269; D. A. Gilbert.
St. Paul 1, Minn.: 367 Grove St.; Prospect 6-8511; C. M. Jacobson.
Detroit 13, Mich.: 8825 Grinnell Ave.; WA 5-6700; R. F. Woelfel.
Buffalo 6, N. Y.: 330 Greene St.; Bailey 5214; E. W. Ball.

Mitchell Camera Corp.
666 W. Harvard St., Glendale 4, Cal.; Chapman 5-1086; J. D. McCall, *vice president.*
Products: Cameras; projectors; photographic equipment.

Mole-Richardson Co.
937 N. Sycamore Ave., Hollywood 38, Cal.; Oldfield 4-3660; Warren K. Parker, *vice president.*
Products: lighting equipment; microphone booms; perambulators.

Motorola, Inc., Communications and Electronics Div.
1400 N. Cicero Ave., Chicago 51, Ill.; Estebrook 9-0122; Walter C. Byrne Jr., *sales manager.*
Products: Microwave color tv relay equipment for STL and common carrier.
Branch Offices:
Dallas, Tex.: 171 Parkhouse St.; Riverside 8-4951; Harry C. Hill.
Lexington, Mass.: 34 Clarke St.; Volunteer 2-2741; Raymond Kendall.
Burlingame, Cal.: 1616 Rollins Rd.; Oxford 7-3660; Richard Jones.

Moviola Manufacturing Co.
1451 Gordon St., Hollywood 28, Cal.; Hollywood 7-3178; M. Serrurier, *president.*
Products: Film-editing equipment, 16 and 35 mm, picture and sound.

Mycalex Corp. of America
125 Clifton Blvd., Clifton, N. J.; Prescott 9-8866; J. H. DuBois, *vice president, engineering.*
Products: Glass bonded mica insulation; components; tube sockets and bases; synthetic mica.

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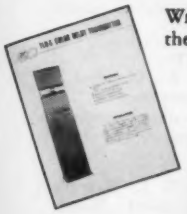

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Washington, D.C.: 1411 Pennsylvania Ave., N.W.; Republic 7-7040; J. Nalls.
Dayton, Ohio: 384 W. First St.; Michigan 4546; Harry G. Lake.

N

Narda Co.
66 Main St., Mineola, N. Y.; Pioneer 6-4650; W. A. Bourke, *vice president.*
Products: Microwave test equipment.

National Cine Equipment, Inc.
209 W. 48th St., New York 36, N. Y.; Circle 6-0348; John A. Clemens, *president.*
Products: Tv dollies, lenses; microphone booms; lighting and motion-picture equipment; 2400' 16 mm, 1-hour recording magazines; rentals and repairs.

National Electric Products Corp.
2 Gateway Center, Pittsburgh 22, Pa.; Grant 1-2852; A. J. Borelli, *tv-radio sales manager.*
Products: Masting, mounting accessories.

National Union Electric Corp.
237 Jacksonville Rd., Hatboro, Pa.; Osborne 5-5000; A. M. Skellet, *vice president.*
Products: Cathode ray, receiving, special-purpose tubes.
Branch Offices:
Chicago, Ill.: P.O. Box 1116; Spaulding 2-7661; F. W. Timmons.
New York, N. Y.: P.O. Box 1358; A. F. Hellert.
San Francisco, Calif.: 373 Robertson; Crestwood 5-1544; S. L. Spraggins.

Nems-Clarke Co., Div. of Vitro Corp. of America
919 Jesup-Blair Dr., Silver Spring, Md.; Juniper 5-1000; A. S. Clarke, *president.*
Products: Rebroadcast receivers; field intensity meters; video jacks and plugs.

Neumade Products Corp.
250 W. 57th St., New York 19, N. Y.; Judson 6-5810; L. E. Jones, *sales manager.*
Products: Equipment for filing, editing, cleaning films and slides.

O

O'Brien Electric Corp.
6514 Santa Monica Blvd., Hollywood 38, Cal.; Hollywood 4-1117; Bill Warren, *sales.*
Products: Broadcast switchers; audio facilities; custom cabinets and consoles; electric microphone hoists.

Otto K. Olesen Company
1534 Cahuenga Blvd.; Hollywood 28, Cal.; Hollywood 5-5194; Walter C. Smith, *sales manager.*
Products: Lighting equipment and accessories.

Gunnar A. Olsen Corp.
225 Broadway, New York 7, N. Y.; Barclay 7-8390; Gunnar A. Olsen, *president.*
Products: Tower erection; antenna installation; foundation installation.

ORRadio Industries, Inc.
Shamrock Circle, Opelika, Ala.; Sherwood 5-5771; Nat Welch, *vice president, sales.*
Products: Video tape; Irish brand sound-recording tape.
Branch Offices:
Los Angeles, Cal.: 4217 W. Jefferson Blvd.; Republic 1-2238; Claude Erlanger.
Manhasset, L. I., N. Y.: 1 Park Ave.; Manhasset 7-1459; Preston Mack.
Riverside, Ill.: 328 E. Burlington St.; Riverside 7-8131; J. J. McBride.
Haverton, Pa.: 219 Sagamore Rd.; Hilltop 7-0922; John T. Stinson.

Oxford Electric Corp.
3911-29 S. Michigan Ave., Chicago 15, Ill.; Atlantic 5-6161; Hugo Sundberg, *president.*
Products: Speakers; transformers.

P

Pacific Transducer Corp.
11836 W. Pico Blvd., Los Angeles 64, Cal.; Granite 8-1134; R. S. Clarke, *president.*
Products: Audio transformers; audio sweep frequency generators; reproducers and associated equipment.

Paillard Products, Inc.
100 Sixth Ave., New York 13, N. Y.; Canal 6-8420; Vladimir J. Wolf.
Products: Cameras; lenses.

Parkersburg Rig & Reel Co., Inc. Div. of Parkersburg-Aetna Corp.
620 Depot St., Parkersburg, W. Va.; Parkersburg 7-4521; A. G. Evans-Lombe, *vice president-sales manager.*
Products: Tower manufacture and erection.

Pembrex Theatre Supply Corp.
1969 S. Vermont Ave., Los Angeles 7, Cal.; Republic 1-3111; Louis M. Wutke, *president and general manager.*
Products: Background slide and motion-picture projectors; visual cast prompting units.

Pentron Corp.
777 S. Tripp Ave., Chicago 24, Ill.; Sacramento 2-3201; Irving Roseman, *sales manager.*
Products: Recorders.

Permoflux Corp.
4900 W. Grand Ave., Chicago, Ill.; Berkshire 7-3200; R. S. Fenton, *vice president.*
Products: Headsets.
Branch Office:
Glendale 4, Calif.: 4101 San Fernando Rd.; J. Mutschler, *general manager.*

Phalo Plastics Corp.
25 Foster St., Worcester 8, Mass.; Pleasant 5-8658; A. N. Averill, *vice president, sales.*
Products: Thermoplastic insulated wires, cordsets, cables.

Phelps Dodge Copper Products Corp.
300 Park Ave., New York 22, N. Y.; Plaza 1-3200; F. W. Lemly, *manager, Styroflex sales.*
Products: Styroflex, Spiralfil and Foamflex coaxial cables.
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Philco Corp.—Government & Industrial Div.
4700 Wissahickon Ave., Philadelphia 44, Pa.; Tennessee 9-4000; George A. Hagerty, *manager, industrial products.*
Products: CineScanner film and slide television systems; all associated color and color test equipment; microwave for STL and remote pickup for color and monochrome.
Branch Offices:
Chicago 11, Ill.: 666 Lake Shore Drive; Whitehall 4-5750; J. F. Dawson.
San Francisco 3, Calif.: Market 1-5090; 1355 Market St.; L. J. Boss.
Los Angeles 25, Calif.: 10589 Santa Monica Blvd.; Granite 8-4248; D. L. McKey.
Dallas 1, Texas: 201 Southland City Life Bldg.; Prospect 8657; J. J. Johnson.
Dayton 2, Ohio: Talbott Bldg., 1st & Ludlow Sts.; Michigan 6578; Lewis Kendall.
Washington 6, D.C.: 744 Jackson Pl. N.W.; Executive 3-1500; C. M. Volkland.
Denver, Colo.: P.O. Box 176 (Aurora); Florida 5-8282; G. L. Ashby.

Pioneer Scientific Equipment
161 Great Neck Rd., Great Neck, L. I., N. Y.; Hunter 2-7100; George Hinman.
Products: Polaroid filters.

Polarad Electronics Corp.
43-20 34th St., Long Island City 1, N. Y.; Exetor 2-4500; Alfred A. Goldberg, *sales manager.*
Products: Black-and-white, color, wave form monitors; monoscope signal sources; sync and color bar generators; color slide scanners; tv distribution amplifiers.

Precision Apparatus Co., Inc.
70-31 84th St., Glendale 27, N. Y.; Davenport 6-3982; J. M. Kirshbaum, *vice president, sales manager.*
Products: Testing and measuring equipment; generators.

Presto Recording Corp.
P.O. Box 500, Paramus, N. J.; Diamond 3-5700; T. B. Aldrich, *sales manager.*
Products: Disc, tape recording, transcription and reproducing equipment.

Prodelin, Inc.
307 Bergen Ave., Kearney, N. J.; Kearney 2-8600; L. A. Bondon, *president;* Robert F. Lewis, *vice president.*
Products: Microwave, waveguide, antenna, transmission line and associated components; aluminum towers for antenna.
Branch Offices:
Washington 5, D.C.: Southern Bldg.; Executive 3-5360; G. A. Chadwick Jr.
San Francisco 7, Cal.: 870 Tennessee St.; Atwater 8-6900.
Montreal, Can.: 1500 St. Catherine St. W.; WE 6857; Clyde B. Adams.

Projection Optics Co., Inc.
330 Lyell Ave., Rochester 6, N. Y.; Glenwood 0870; Fred E. Aufhauser, *president.*
Products: Projection lenses; motion-picture equipment.

Pro-Tex Reel Band Co.
2108 Payne Ave.; Cleveland 14, Ohio; Pr 1-7180; James Edwards.
Products: Plastic reel bands for film reels; non-magnetic reel clips for tape reels.

Pyroferric Co., Inc.
621 E. 216th St., New York 67, N. Y.; Olinville 4-3930; Eugene B. Winett, *sales manager.*
Products: Powdered iron cores; small mechanical assemblies.

R

Racine Tower Construction Co., Inc.
Center St., Brandon, Vt.; Brandon 85; Emile Racine, *president.*
Products: Tower erection; antenna and coaxial line installation, maintenance.

Radiant Manufacturing Corp.
Box 5640, Chicago 80, Ill.; Orchard 4-4200; Harry E. Eller, *president.*
Products: Projection screens.

Radio Construction Co., Inc.
550 Grant St., Pittsburgh 19, Pa.; Court 1-1712.
Products: Tower erection.

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A new standard of performance for color television systems...

The **RCA TM-21** Color Monitor

This new color control monitor is a reference standard for evaluating the quality of color television pictures from any source. Providing the most precise and brilliant color picture available . . . this new monitor accurately reproduces the scene *as the camera sees it.*

QUALITY CONTROL OF COLOR PROGRAMMING—The TM-21 is used in Color Camera Chains, Switching Systems, Master Control and Transmitting Control for monitoring color picture quality. It is the basic instrument for checking registration, shading and deflection linearity . . . color fidelity of the entire TV system . . . chroma to monochrome ratio . . . color phase or hue adjustments.

BEST POSSIBLE COLOR—When used to display color pictures in clients' rooms and executive offices, the TM-21 lets the station put its "best color foot forward." Clients will be impressed by the bright, high definition picture.

COLOR ACCURACY AIDS PROGRAM PRODUCTION—Production departments can use the new monitor for accurate continuity control of color programming. Producers and directors will get a true color picture of what's happening on the set. Costume and background colors can be seen in proper relationship. Lighting can be accurately evaluated, production aided.

SIMPLIFIED MONITOR ALIGNMENT—Initial adjustment is extremely simple. Built-in test switch reduces set-up time to minutes. Screen grid selector switch provides quick viewing of primary colors.

LONG-TIME STABILITY—Once set up, monitor adjustments "hold." Extra stability has been designed into brightness, contrast, decoder, convergence, and linearity circuits.

Get maximum return from your color TV investment! Ask your RCA Broadcast and Television representative for further information on the new TM-21 Color Monitor. In Canada: Write RCA VICTOR Company Limited, Montreal.

Check these additional technical features:

- Feedback techniques and precision components provide long-term stability.
- Automatic brightness tracking for color balance.
- Convergence circuits designed for rapid setup.
- DC restoration at black level, stabilized by feedback.
- Stabilized diode demodulators.
- All components and tubes easily accessible.
- Automatic wide-band operation during monochrome picture intervals.
- Stabilized black level shows effects of pedestal adjustments, aids close control of color in picture low-lights.

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, N. J.

Tmk(s) ®

Branch Office:
Detroit 34, Mich.: 6601 E. Seven Mile Rd.; Twinbrook 1-6600.

Radio Corp. of America, Industrial Electronic Products
Front & Cooper Sts., Camden 2, N. J.; Woodlawn 3-8000; Edwin C. Tracy, *manager, broadcast and tv equipment department.*
Products: Monochrome and color tv equipment; uhf and vhf transmitters; audio, monitoring and mobile equipment; test equipment for tv stations; studio and film cameras, control room, transmission line equipment; film projectors and systems; audio and video amplifiers; antenna systems; towers, tower lighting, microwave equipment and accessories.
Branch Offices:
Atlanta 3, Ga.: 134 Peachtree St., N.W.; Jackson 4-7703.
Boston 16, Mass.: John Hancock Bldg., 200 Berkeley St.; Hubbard 2-1700.
Chicago 54, Ill.: 1186 Merchandise Mart Plaza; Delaware 7-0700.
Cleveland 15, Ohio: 1600 Keith Bldg.; Cherry 1-3450.
Dallas 1, Tex.: 7901 Freeway #183; Fleetwood 2-3911.
Kansas City 6, Mo.: 340 Dierks Bldg., 1006 Grand Ave.; Harrison 1-6480.
New York 20, N. Y.: 36 W. 49th St.; Judson 6-3800.
Hollywood 28, Cal.: 1560 N. Vine St.; Hollywood 9-2154.
San Francisco 2, Cal.: 420 Taylor St.; Ordway 3-8027.
Seattle 4, Wash.: 2250 First Ave., S.; Main 8350.
Washington 6, D.C.: 1625 K St., N.W.; District 7-1260.

Radio Electronics Supply Co.
505 Jefferson Ave., S.E., Grand Rapids 3, Mich.; Grand Rapids 9-4611; Norman MacPhail.
Products: Closed-circuit systems; camera and power tubes; sound-recording equipment; test and measuring equipment; associated components.

Radio Engineering Laboratories, Inc.
29-01 Borden Ave., Long Island City 1, N. Y.; Stillwell 6-2100; C. R. Runyon Jr., *president.*
Products: Studio transmitter links for aural program purposes.

Radio Music Corp.
84 S. Water St., Port Chester, N. Y.; Jefferson 1-8620 (Byram, Conn.); J. Giovanucci, *sales manager.*
Products: Transcription reproducers; tone arms; pickup cartridges; equalizers; turntables.

Radio Receptor Co., Inc.
240 Wythe Ave., Brooklyn 11, N. Y.; Evergreen 8-6000; Hugo Cohn, *president.*
Products: Industrial tv systems.

Rangertone, Inc.
73 Winthrop St., Newark 4, N. J.; Humboldt 5-2550; R. H. Ranger, *sales manager.*
Products: Synchronous sound-recording equipment for motion pictures, especially as used on television; transfer of magnetic sound to optical film; studio facilities for motion-picture sound.

Raven Screen Corp.
124 E. 124th St., New York 35, N. Y.; Lehigh 4-8408; Fred Rose, *manager;* Ernest D. Reif, *sales manager.*
Products: Projection screens.

Raytheon Mfg. Corp., Commercial Equipment Div.
100 River St., Waltham 54, Mass.; Twinbrook 3-5860; D. J. Webster, *marketing manager.*
Products: Tv microwave relay equipment.

Raytronic Laboratories, Inc.
9701 Reading Rd., Cincinnati 15, Ohio; Valley 8500; L. A. Razette, *vice president.*
Products: Test and measuring equipment.

Recoton Corp.
52-35 Barnett Ave., Long Island City 4, N. Y.; Defender 5-3344; Barney Edwards, *sales manager.*
Products: Recording and reproducing components; hi-fi components and accessories.

Reeves Soundcraft Corp.
10 E. 52nd St., New York 22, N. Y.; Plaza 9-2644; F. B. Rogers Jr., *vice president.*
Products: Sound reproduction equipment.
Branch Office:
Los Angeles 36, Cal.: 338 N. LaBrea Ave.; Webster 8-6181; Bruce MacPherson.

Rek-O-Kut Co., Inc.
38-19 108th St., Corona 68, N. Y.; Defender 5-3500; George Silber, *president;* Avery Yudin, *sales manager.*
Products: High-fidelity transcription turntables; tone arms; professional broadcast equipment.

Resdel Engineering Corp.
330 S. Fair Oaks Ave., Pasadena 1, Cal.: Ryan 1-7689; H. K. Abajian, *president, general manager;* A. J. Siegmeth, *chief engineer.*
Products: Electronic measuring equipment.

Rissi Electronic Supply Co.
14405 Wyoming, Detroit 38, Mich.; Texas 4-8420; V. A. Wilton.
Products: Sound recording equipment; camera and power tubes; test equipment.
Branch Office:
Grand Rapids, Mich.: 505 Jefferson, S.E.; Glendale 9-4611; N. MacPhail.

Rolab
Sandy Hook, Conn.; Newtown Garden 6-2466 (Newtown Exchange); Henry Roger, *owner-director.*
Products: Ready-Eddy tv film computers (16 and 35 mm); single-frame camera motors; stop-motion equipment; microcinema apparatus; beam splitters; synchronous time and footage indicators; special electromechanical devices.

Rome Cable Corp.
P.O. Box 71, Rome, N. Y.; Rome 3000; F. S. Marks, *sales manager.*
Products: Electrical wires and cables; mast tubing.

Rust Industrial Co., Inc.
130 Silver St., Manchester, N. H.; Manchester 3-3596; T. W. Forget.
Products: Studio lighting control panel.

Rutherford Electronics Co.
8944 Lindblade St., Culver City, Cal.; Texas 0-4362; C. E. Rutherford.
Products: Pulse generators and pulse delay units.

RYB, Inc.
251 S. Robertson Blvd., Beverly Hills, Cal.; Bradshaw 2-1983; Eddie Yuhl.
Products: Microphones: speaker systems; amplifiers; rf-cue systems.
Branch Office:
New York, N. Y.; c/o Visual Transcriptions, Inc., 49 W. 19th St., Chelsea 2-8218.

S

Scenic Backgrounds, Inc.
662 N. Heliotrope Dr., Los Angeles 4, Cal.; Normandy 2-1128; Allen F. Buckley, *president.*
Products: Scenic backgrounds.

Schumaker Construction, Inc.
E. Michigan St. at Warnke Rd., Michigan City, Ind.; Triangle 4-3218; K. F. Schumaker, *president.*
Products: Tower erection.

Herman Hosmer Scott, Inc.
385 Putnam Ave., Cambridge 39, Mass.; Kirkland 7-0646; Victor H. Pomper.
Products: Dynamic noise supressors.
Branch Offices:
Philadelphia 19, Pa.: 7135 Germantown Ave.; Wissahickon 7-1816; H. Estersohn.
Pittsburgh 16, Pa.: P.O. Box 8046; Fieldbrook 1-5100; E. Tydings.

Self-Winding Clock Co., Inc.
209 Willoughby Ave., Brooklyn 5, N. Y.; Main 2-6300; Maurice P. Colucci, *sales manager.*
Products: Sweep seconds, dry-cell-operated self-winding clocks containing connections for receiving automatic synchronizing pulses from Western Union lines, or manual synchronizing pulses from control kit.
Branch Offices:
All Western Union offices.

Servo Corp. of America
20-20 Jericho Tpke., New Hyde Park, N. Y., Fieldstone 3-4100; W. K. Schoonmaker.
Products: Vhf audio monitoring receiver.

Setchell-Carlson, Inc.
New Brighton, St. Paul 12, Minn.; Melrose 3-3131; B. T. Setchell, *president and general manager.*
Products: Television receivers; electronic equipment; tv monitors.

Shallcross Manufacturing Co.
Jackson & Pusey Aves., Collingdale, Pa.; Ludlow 3-5100; Donald O'Halloran, *vice president and sales manager.*
Products: Tv delay lines; switches; wire-wound resistors.
Branch Offices:
Sales representatives in the principal cities of the United States and Canada.

Paul Shepard Co.
1675 Galvez St., San Francisco 24, Cal.; Atwater 8-0482; Paul Shepard, *owner.*
Products: Tower erection.

Shields Studio
5537 Suburban Tracks; St. Louis, Mo.; Forrest 7-2535; Tom M. Shields, *owner.*
Products: Scenic tv settings; drops; draperies; rigging; curtain tracks.

Shure Brothers, Inc.
222 Hartrey Ave., Evanston, Ill.; Davis 8-9000; V. Machin, *vice president.*
Products: Microphones.

Skyline Tower Co.
2436 W. 59th St., Chicago 29, Ill.; Walbrook 5-1288; W. E. Smith, *president.*
Products: Towers.

Rawdon Smith Associates, Inc.
1735 20th St., N.W., Washington 9, D.C.; Decatur 2-1522; F. R. Smith.
Products: Tape duplicating equipment.

Sonic Recording Products, Inc.
58 Mill Rd., Freeport, N. Y.; Freeport 8-3610; A. Snyder, *sales manager.*

Products: Custom molding phonograph records.

Sonocraft Corp.
115 W. 45th St., New York 36, N. Y.; Judson 2-1750; H. H. Oppenheimer.
Products: Sound and recording equipment.

S.O.S. Cinema Supply Corp.
602 W. 52nd St., New York 19, N. Y.; Plaza 7-0440; J. A. Tanney, *president.*
Products: Camera and film-lab equipment and accessories; booms; microphones; film processing, tilting and animation equipment; lighting units, tripods and dollies; preview projectors.
Branch Office:
Hollywood 28, Cal.: 6331 Hollywood Blvd.; Hollywood 7-9202; Alan C. Macauley.

Sound Apparatus Co.
Main & Morris Sts., Stirling, N. J.; Millington 7-0600; E. T. Rice.
Products: Graphic sound recorders.

Spencer-Kennedy Laboratories, Inc.
1320 Soldiers Field Fd., Boston 35, Mass.; Al 4-5400; W. K. Headley, *sales manager.*
Products: Community antenna equipment; master antenna distribution systems; closed-circuit systems.

Stainless, Inc.
3rd Street, North Wales, Pa.; Oxbow 9-4871; Walter L. Guzewicz, *president;* Henry J. Guzewicz, *vice president and sales manager.*
Products: Structures of all types; tv, microwave and scatter specialists.

Stancil-Hoffman Corp.
921 N. Highland Ave., Hollywood 38, Cal.; Hollywood 4-7461; Richard H. Stensby, *sales manager.*
Products: Magnetic film recorders for fixed, portable and mobile use; synchronous and interlock motors.

Standard Electronics, Div. of Radio Eng. Labs, Inc.
29-01 Borden Ave., Long Island City 1, N. Y.; Stillwell 6-2100; William H. Zillger, *vice president;* William H. Rappolt, *sales manager.*
Products: Television transmitters, amplifiers, control desks, monitors, dummy loads, harmonic filters, cameras, studio equipment; complete tv station packages.
Branch Offices:
Washington 6, D.C.: 1026 17th St. N.W.; Republic 7-2246; James T. Campbell.
Los Angeles 36, Cal.: 432 S. Curson Ave., Webster 1-4382; Lewis E. Pett.
Palo Alto, Cal.: 288 Creekside Dr., Yorkshire 8-1281; H. Duncan Peckham.

Stevens Manufacturing Corp.
8538 Warner Dr., Culver City, Cal.
Products: Microphones.

Strong Electric Corp.
87 City Park Ave., Tolodeo 1, Ohio; Cherry 8-3741; Arthur J. Hatch, *president.*
Products: Carbon-arc spotlights; side projectors; projection-arc lamps.

Studio Television Sales Products Corp.
342 W. 40th St., New York 18, N. Y.; Longacre 4-0518; James B. Tharpe, *sales manager.*
Products: Pneumatic-balance camera dollies for monochrome or color equipment; dolly bases, tripods, microphone booms.

Swager Tower Co.
R.R. #2 Fremont, Ind.; Fremont 3873.
Products: Dura radio and communication towers; erection and maintenance.

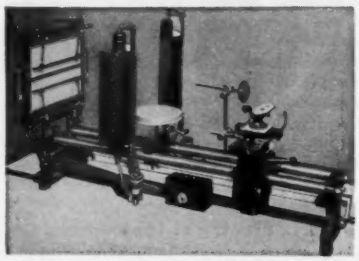
Sylvania Electric Products, Inc.
1740 Broadway, New York 19, N. Y.; Judson 6-2424; D. W. Gunn, *general sales manager, electronic products sales.*
Products: Cathode ray tubes; television picture tubes; electronic products; semiconductors and special tubes.
Branch Offices:
Burlingame, Cal.: 1811 Adrian Rd.; Oxford 7-3500; W. G. Patterson.
Dallas, Tex.: 100 Fordyce St.; Riverside 4836; J. Arden Still.
Melrose Park, Ill.: 2001 N. Cornell Ave.; Estebrook 9-2525; E. Bruce McEvoy.
Teterboro, N. J.: 1000 Huyler St.; Atlas 8-9484; Justin J. McCarthy.

T

Tarc Electronics, Inc.
48 Urban Ave., Westbury, L. I., N. Y.; Edgewood 4-3900; M. L. Singer, *executive vice president.*
Products: Broadcasting and test equipment; closed-circuit systems.

Sarkes Tarzian, Inc., Broadcast Equipment Div.
E. Hillside Drive, Bloomington, Ind.; Bloomington 7251; Biagio Presti, *general sales manager.*
Products: Low power vhf, uhf transmitters;

16/35mm Titler and Special Effects Kit



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MODEL TG II, 16mm **$175**
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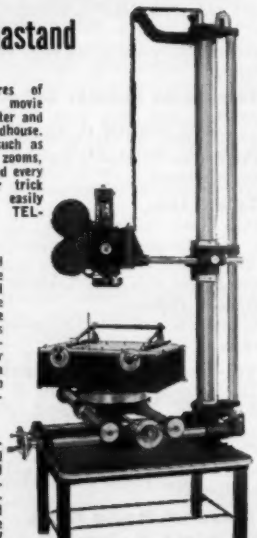

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Embodies features of photo enlarger, movie camera, micrometer and railroad roundhouse. Optical effects such as pans, angles, zooms, quick closeups and every variation for trick photography is easily produced with TEL-Animastand.

A camera fitted to a moveable counterbalanced vertical carriage photographs the art work. Takes even the heaviest 16mm or 35mm camera (Acme with stop motion motor illustrated).

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Vastly Improved over any tripod in its class!

For all types of medium weight cameras

Outside, knurled camera tightening knob with angle gears • Telescoping, offset tripod handle with second handle position • Positive pan and tilt locks, with large tightening levers • Detachable, precision machined friction plate • One-piece leg locking knobs for quick adjustments, even tension • Aluminum leg supports with leg rest ledge—aluminum leg bearings • Extra smooth friction head—guaranteed for 5 years • Seasoned, solid hardwood legs, oil treated and polished—will not stick.

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EQUIPMENT

16mm film projectors, slide projectors; film cameras; switching systems; distribution amplifiers; fixed and portable microwave relay equipment; synchronizing generators; power supplies; utility racks; consoles; vidicon studio cameras; closed-circuit and educational-tv equipment.

Technical Appliance Corp.
111 Taco St., Sherburne, N. Y.; Sherburne 7-2211; Tore Lundahl, *vice president, director of sales.*
Products: Television receiving antennas; installation accessories; set couplers; antenna matching devices.

Technicraft Labs., Inc.
Waterbury - Thomaston Rd., Thomaston, Conn.; Atlas 3-4315; G. R. Houk, *sales manager.*
Products: Waveguides; microwave test components.

Tektronix, Inc.
P.O. Box 831, Portland 7, Ore.; Cypress 2-2611; W. K. Dallas, *field engineering manager.*
Products: Oscilloscopes and adapters; square wave generators; waveform monitors.
Branch Offices:
Baltimore 14, Md.: 8118 Hartford Rd.; Northfield 5-2600.
Bronxville 8, N. Y.: 49 Pondfield Rd.; Deerfield 7-3771.
Newtonville 60, Mass.: 18 Austin St.; Laselle 7-2212.
Philadelphia 50, Pa.: 7709 Ogontz Ave.; Waverly 4-5678.
Syracuse 10, N. Y.: 313 Nottingham Rd.; 72-3339.
Albuquerque, N. M.: 127C Jefferson St., N.E.; 6-1279.
Cleveland 11, Ohio: 3353 Edgecliff Terrace; Clearwater 2-2121.
Dayton 3, Ohio: 3898 Linden Ave.; Lincoln 1774.
Elmwood Park 35, Ill.: 7514 W. North Ave.; Gladstone 6-7930.
West Los Angeles 25, Calif.: 12434 Santa Monica Blvd.; Bradshaw 2-1563.
Phoenix, Ariz.: 2415 E. McDowell Rd.; Bridge 5-9762.
Menlo Park, Calif.: 1436 El Camino Real; Davenport 2-5590.

Telechrome Manufacturing Corp.
28 Ranick Dr., Amityville, N. Y.; Lincoln 1-3160; H. Charles Riker, *vice president, director of sales.*
Products: Complete color-tv equipment for network rebroadcast; color films; test signal generators; video transmission test equipment; portable signal generators; measuring instruments; custom equipment to individual requirements; trinescope.

Telecolor, Inc.
900 N. Michigan Ave., Chicago 11, Ill.; Superior 7-9481; Maurice Wetzel, *president.*
Products: Animated color lighting apparatus synchronized with music, direct to camera or on 16mm film.

Telectrosonic Corp.
35-18 37th St., Long Island City 1, N. Y.; Ravenswood 1-2200; David Libsohn, *sales manager.*
Products: Magnetic tape recorders.

TelePrompTer National Sales Corp.
311 West 43rd St., New York 36, N. Y.; Judson 2-3800; Herbert W. Hobler, *vice president, sales;* James Blair, *sales manager, equipment.*
Products: Cueing equipment; rear-screen projection equipment; automation and studio equipment; sound systems; lighting.
Branch Offices:
Chicago, Ill.: 177 N. State St.; Franklin 2-8826; Ted Boisumeau.
Los Angeles, Cal.: 357 N. La Brea Ave.; Webster 6-6195; George Kane.
Washington, D.C.: 1346 Connecticut Ave., N.W.; Columbia 5-3161; Robert Doyle.
Toronto, Ont., Can.: 447 Jarvis St.; Walnut 2-2103; S. W. Caldwell.
Detroit, Mich.: 720 New Center Bldg.; Trinity 1-2900; Frank Noble.

Television Associates of Indiana, Inc.
E. Barker Ave., Lakeland, Michigan City, Ind.: Triangle 4-7207; W. C. Eddy, *president.*
Products: Dollies; tripods, relay mounting equipment; film magazines; projectors; rear-projection screens; microwave aerial surveys; repeating tape cartridges.

Television Specialty Co., Inc.
350 W. 31st Street, New York 1, N. Y.; Longacre 4-2334; K. Alfred Jenkins, *president.*
Products: Rear-screen projection; optical-effects kits; tv lighting equipment; film-processing machines; microphone booms; kinescope recording equipment.
Branch Offices:
Toronto, Ont., Can.: 447 Jarvis St.; S. W. Caldwell.
Havana, Cuba: Calle 9 No. 251; G. A. Vasseur.

Television Transmission Co.
301 Peru St., Peru, Ill.; Peru 1106; E. S. Nelson, *vice president-manager.*
Products: Community antenna equipment.

Television Utilities Corp.
112-33 Colonial Ave., Corona 68, L. I., N. Y.; Twining 8-1000; A. E. Siegel, *president.*
Products: Television monitors; 8", 12", 17", 27" video line and distribution amplifiers; 17" pulse cross monitors; industrial tv sync generators; video flying spot scanner equipment.

Television Zoomar Corp.
500 Fifth Ave., New York 36, N. Y.; Bryant 9-5835; Jack A. Pegler, *president.*
Products: Tv studio Zoomar, tv Universal Zoomar lenses.

Telex, Inc.
1633 Eustis, St. Paul, Minn.; Midway 6-7211; L. H. Josetson, *sales manager;* Kenneth McCrimmon, *assistant sales manager.*
Products: Television headsets.
Branch Offices:
Representatives and distributors in all major cities.

Tel-Instrument Electronics Corp.
728 Garden St., Carlstadt, N. J.; Webster 3-1600; E. W. Brinkerhoff, *vice president and sales manager.*
Products: Production line test equipment; studio equipment; studio and station test equipment.

Terminal Radio Corp.
85 Cortlandt St., New York 7, N. Y.; Worth 4-3311; Frank Miller, *secretary.*
Products: Electronic equipment.

Thompson Products, Inc., Electronics Div.
2196 Clarkwood Rd., Cleveland 3, Ohio; Henderson 1-6765; F. J. Weihmiller, *sales manager.*
Products: Tv transmitter switches.

Tower Construction Co.
2700 Hawkeye Dr., Sioux City 2, Iowa; Sioux City 5-7653; M. M. Lasensky, *owner;* C. A. Wright, *general manager.*
Products: Television towers; microwave towers and buildings; passive reflectors and erection service.

Tower Sales & Erecting Co.
6100 N.E. Columbia Blvd., Portland 13, Ore.; Atlantic 7-7303; C. H. Fisher, *president.*
Products: Television-tower foundations, erection, lighting, painting.

Trad Electronics Corp.
1001 First Ave., Asbury Park, N. J.; Prospect 6-7447; George Trad, *president.*
Products: Motiograph theatre-tv systems.

Transistor Products, Inc.
241-257 Crescent St., Waltham 54, Mass.; Waltham 5-9330; E. F. Giguere, *director of sales.*
Products: Diodes and transistors.

Trans-Lux Corp.
625 Madison Ave., New York 22, N. Y.; Plaza 1-3110; Bert W. Roth, *sales director.*
Products: Teleprocess background scenery; rear-projection screens and projectors for tv backgrounds; background scenic slides; lenses; frames.
Branch Offices:
Brooklyn 15, N. Y.: 162 13th St.; St 8-0604; R. Frampton.
Torrance, Cal.: 1111 Sepulveda Blvd.; Roy Stewart.

Transvision, Inc.
460 North Ave., New Rochelle, N. Y.; New Rochelle 6-6000; Herbert Suesholtz, *president.*
Products: Tv classroom receivers; closed-circuit monitors; tv kits; electronic-instrument and hi-fi kits; master and community tv antenna equipment.

Tressel Television Productions, Inc.
111 W. Washington St., Chicago 3, Ill.; Financial 6-2976; F. Tracey, *general sales manager.*
Products: Remote controlled slide and opaque projector with multiplexer, for use with iconoscope and vidicon.
Branch Office:
Phoenix, Ariz.: 906 E. Amelia St.; Crestwood 4-7403; E. Morris.

John D. Trilsch, Inc.
1310 McKinney Ave., Houston, Tex.; Atwood 9351; John D. Trilsch, *president.*
Products: Manufacture and erection of television towers.

Triplett Electrical Instrument Co.
286 Harmon Rd., Bluffton, Ohio; Bluffton 323-W; N. A. Triplett, *sales manager.*
Products: Electrical measuring instruments and test equipment.

Truscon Steel Div., Republic Steel Corp.
Albert St., Youngstown, Ohio; Riverside 6-7211; J. D. Kirkwood, *manager of sales. steel joist and tower products.*
Products: Towers.
Branch Offices:
In all principal cities in the United States.

Turner Co.
909 17th St., N.E., Cedar Rapids, Iowa; EM 3-8144; T. H. Moss, *sales manager.*
Products: Microphones and accessories.

U

Union Switch & Signal Div., Westinghouse Air Brake Co.
Pittsburgh 18, Pa.; Penhurst 1-0880; A. M.

Wiggins, *vice president-general manager.*
Products: Low-frequency control and communication for tv tower elevators.

United States Motors Corp.
420 Nebraska Ave., Oshkosh, Wis.; Blackhawk 9100; L. Schriber, *vice president, sales.*
Products: Stand-by engine generator sets; micropower.
Branch Offices:
Locust, N. J.: P.O. Box 407; Atlanitc Highlands 1-2320; I. D. Bartlett Jr.
Mill Valley, Cal.: 8 Echo Lane; Dunlap 8-1992; R. L. Schultz.

United Tower Co.
405 Union Trust Bldg.; Petersburg, Va.; Re 2-9350; John J. Hoke, *owner.*
Products: Supporting antenna and microwave towers.

United Transformer Corp.
150 Varick St., New York 13, N .Y.; Algonquin 5-3500; I. A. Mitchell, *president.*
Products: Transformers; reactors; filters; equalizers; inductors.
Branch Office:
Los Angeles 45, Cal.: 4008 W. Jefferson Blvd ; Republic 1-6313; H. Hornickel.

Universal Relay Corp.
42 White St., New York 13, N. Y.; Walker 5-9642; M. Greenberg, *president.*
Products: Relays and control equipment.

University Loudspeakers, Inc.
80 S. Kensico Ave.; White Plains, N. Y.; White Plains 6-7700; Lawrence J. Epstein, *director of sales and merchandising.*
Products: Auxiliary speakers for television receivers; monitor speakers.

V

Vallen, Inc.
225 Bluff St., Akron 4, Ohio; Blackstone 3-4933; E. J. Vallen, *president.*
Products: Panorama tracks, curtain tracks and controls for every curtain-operating requirement.

Varian Associates
611 Hansen Way, Palo Alto, Cal.; Davenport 5-5631; W. M. Silhavy, *sales manager.*
Products: Klystrons for all applications; high-power waterloads; klystron power supplies; modulators and pulse transformers; r-f spectroscopy equipment and research magnets.
Branch Offices:
San Carlos, Calif.: (Production facilities) 990 Varian St.; Emerson 8-3941.
Georgetown, Ont., Can.: Varian Associates of Canada, 45 River Drive; West Carnahan.

Joseph Vasconcellos, Inc.
43-15 Dutchkills St., Long Island City 1, N. Y.; Stillwell 4-8356; Joseph Vasconcellos, *president.*
Products: Curtain and cyclorama track; T-track or wire-guide counterweight systems; turntables; microphone boom dollies; monitor racks; paint frames.
Branch Office:
Burbank, Calif.: 3816 W. Magnolia Blvd.; Victoria 9-3026; F. A. Colon.

Victor Animatograph Corp., Div. of Kalart
Plainville, Conn.; K. Spelletich, *sales manager.*
Products: Motion-picture projectors; magnesound recording attachment for projectors.

Victorlite Industries, Inc.
4117 W. Jefferson Blvd., Los Angeles 16, Cal.: Republic 2-4033; Ralph W. Siegel, *sales manager.*
Products: Projection accessories.

Viewlex, Inc.
35-01 Queens Blvd., Long Island City 1, N. Y.; Exeter 2-0100; L. A. Peirez, *president.*
Products: Slide and strip film automatic projectors.

Visual Electronics Corp.
342 W. 40th St., New York 18, N. Y.; Longacre 4-0518; Morris A. Mayers, *manager, closed-circuit operations.*
Products: Closed-circuit installations for industrial, educational, medical and commercial use; technical equipment, supplies and accessories for tv broadcast stations; off-air pick-up and microwave relay systems.
Branch Offices:
Minneapolis, Minn.: 10 W. 25th St.; Federal 5-0163; B. J. Klindworth.
Houston, Tex.: 4007 Bellaire; Madison 3-4896; Wayne E. Marcy.
Miamisburg, Ohio: 28 W. Mays St.; Miamisburg 6-5272; Felix Bonvouloir.
El Cajon, Cal.: P.O. Box 1103; Hickory 4-1451; Garry Gramman.
Atlanta, Ga.: 4657 Lanier Dr.; Lewis C. Radford.
Salt Lake City, Utah: 2712 Imperial St.; Lyle Keys.

Vulcan Tower Co.
P.O. Box 2467, Birmingham 1, Ala.; 54-4441; W. J. Brennan, *partner.*
Products: Towers, manufacture and erection.
Branch Office:
Washington, D.C.; 3738 Kanawha St., N.W.; Emerson 2-8071; W. E. Benns Jr.

W

Wallach & Associates, Inc.
1589 Addison Road, Cleveland 3, Ohio; Sweetbriar 1-5580; Charles D. Wallach, *sales manager.*
Products: Film, tape and disc storage cabinets; "Reelmobile."

Ward Products Corp., Div. of Gabriel Co.
1148 Euclid Ave., Cleveland 15, Ohio; Main 1-4610; D. G. Blech, *sales manager.*
Products: Automotive and communications antennas.

Ware Coupling & Nipple Co.
Milner St., Ware, Mass.; Ware 905; D. W. Howe Jr., *vice president.*
Products: Remote control equipment; conelrad alert system; audio control amplifiers.

Warren Wire Co.
Pownal, Vt.; Valley 3-7321; F. W. Kunzelmann, *vice president.*
Products: Copper magnet wire; Teflon insulated fabrics, tapes, yarns; high-temperature coaxial cables.

Westbury Electronics, Inc.
300 Shames Dr., Westbury, N. Y.; Edgewood 4-8300; Harry R. Clark, *sales manager.*
Products: Community antenna equipment and master antenna systems for apartment houses, hotels, motels, etc.

West Coast Electronics Co.
5873 W. Jefferson Blvd., Los Angeles 16, Cal.; Texas 0-7211; John P. Daily, *manager.*
Products: Chassis.

Weston Electrical Instrument Corp., a Subsidiary of Daystrom, Inc.
614 Freylinghuysen Ave., Newark 5, N. J. Bigelow 3-4700; E. G. Nichols, *test equipment.*
Products: Testing and measuring equipment.
Branch Offices:
New York 7, N. Y.: 50 Church St.; Worth 4-3510; W. J. Healey.
Chicago 6, Ill.: 205 W. Wacker Dr.; Franklin 2-4656; C. G. Miller.
Washington 11, D.C.: 6230 Third St., N.W.; Tuckerman 2-2414; L. F. Parachini.
Los Angeles 7, Cal.: 2001 S. Grand Ave.
Cincinnati 37, Ohio: 7613 Reading Rd.
Philadelphia 4, Pa.: 101 N. 33rd St.
Union, N. J.: U. S. Highway 22 at Caldwell Ave.
Boston-Wellesley, Mass.: 66 Central St.

Wickes Engineering & Construction Co.
12th St. & Ferry Ave., Camden 4, N. J.; Woodlawn 4-4912; R. G. Wickes, *president.*
Products: Studio color test and generating equipment.

Wilcox-Gay Corp.
W. Seminary St., Charlotte, Mich.; Charlotte 485; Donald E. Heinisch, *executive vice president.*
Products: Magnetic tape and discs; disc blanks; cutting and playback needles.
Branch Offices:
Brooklyn 1, N. Y.: 79 Washington St.; Ulster 2-6000; Maurice Raphael.
Chicago 10, Ill.: 743 N. LaSalle St.; Whitehall 4-0077; Rose Jenkins.

Willys Motors, Inc., Electronics Div.
6225 Benore Rd., Toledo 1, Ohio; Pontiac 1591; A. R. Bitter, *manager tv department.*
Products: Cameras and camera controls; control-room equipment; power supply; studio audio equipment; mobile equipment.
Branch Office:
Arlington 2, Va.: Box 3079 Eads Sta.; Otis 4-6950; J. C. Lauderback.

Wincharger Corp.
E. 7th & Division Sts., Sioux City 2, Iowa; Sioux City 2-1844; V. V. Holmes, *manager, antenna tower dept.*
Products: Guyed towers.

Wind Turbine Co.
E. Market St. & Penn. R.R., West Chester, Pa.; Owen 6-3110; Davis B. Out, *sales manager.*
Products: Towers for transmitting tv, am, fm, point-to-point, etc.

Wollensak Optical Co.
850 Hudson Ave., Rochester 21, N. Y.; Congress 6-1000; A. A. Wollensak, *vice president and sales manager.*
Products: Tv lenses for image orthicon and vidicon; lenses for motion-picture cameras (16 and 35mm); Mirrotel and Fototel lenses.

Z

Zane Construction Co., Inc.
18 Northfield Ave., West Orange, N. J.; Orange 4-2576; H. Bernard Zane, *president.*
Products: Tower erection and maintenance.

Zenith Optical Laboratory
1940 Great Neck Rd., Copiague, N. Y.; Amityville 4-4616; Walter Goldstein, *general manager.*
Products: Lenses; mirrors.

Wright Zimmerman, Inc.
New Brighton, St. Paul 12, Minn.; Melrose 3-3131; J. D. Zimmerman, *president.*
Products: Speakers, flyback transformers and I. F. coils.

Multiple Ownership of Television Stations

ABC-TV Stations

New York, 7 West 66th, New York 23, N. Y., Susquehana 7-5000, WABC-TV New York, WBKB Chicago, WXYZ-TV Detroit, KABC-TV Holywood, KGO-TV San Francisco. (For complete listings see ABC Network)

Gene Autry Stations

Phoenix, 511 W. Adams St., Alpine 3-3121. KMPC Los Angeles (51%); KOOL-TV Phoenix (56.38%); KOPO-TV Tucson; KSFO San Francisco (50%).

H. & E. Balaban Corp.

Chicago 1, Ill., 190 State St., Franklin 2-2262. Harry Balaban, *pres.;* Elmer Balaban, *v.p.;* Otto Zeman, *sec.-treas.* WTVO Rockford (50%); WICS Springfield (50%) satellite Champaign, Ill.; CP for WMCN Grand Rapids (50%).

Beacon Journal Publishing Co. (Knight Newspapers)

Akron 8, Ohio, 44 E. Exchange St., Blackstone 3-1111. John S. Knight, *pres.* WAKR-TV Akron (45%), John S. Knight owns 17.5% and James L. Knight 10% of WCKT Miami.

California-Oregon Television

Eureka, Calif., Box 1021, Hillside 3-3123. William B. Smullin, *pres.;* Donald H. Telford, *v. p.* KBES-TV Medford; KIEM-TV Eureka; KOTI-TV Klamath Falls; KPIL-TV Roseburg, Ore. (80%).

Darrold A. Cannan

Wichita Falls, Tex., Box 2040. 2-8668. Darrold A. Cannan, *pres.;* Darrold A. Cannan Jr., *v.p.;* Howard H. Fry, *v.p.* (gen. mgr. KFDX-TV); C. B. Locke, *exec. v.p. & gen. mgr.* KFDM. KFDX-TV Wichita Falls (59%); KFDM-TV Beaumont (21%).

Cascade Broadcasting Co.

Yakima, Wash., Radio & Television Center, Glencourt 2-9111; A. W. Talbot, *pres.;* Thomas C. Bostic, *v.p. & gen. mgr.;* Herchel R. Cary, *gen. sls. mgr.* KBAS-TV, Ephrata, Wash.; KEPR-TV Pasco, Wash.; KIMA-TV Yakima; KLEW-TV Lewiston, Idaho.

CBS-TV Stations

New York 22, 485 Madison Ave. Plaza 1-2345. WCBS-TV New York, WBBM Chicago, KNXT Los Angeles and WXIX Milwaukee, WHCT Hartford, and KMOX-TV St. Louis. (For complete listing see CBS-TV Network)

Central Broadcasting Co.

Des Moines 7, Iowa, 100 Walnut St., Atlantic 8-6511. Col. B. J. Palmer, *pres.;* Dr. D. D. Palmer, *vp. & treas.;* Ralph Evans, *exec. v.p.;* Paul A. Loyet, *v.p. & resident mgr.* WHO-TV Des Moines; WOC-TV Davenport; KMTV Omaha (25%).

Tom Chauncey Stations

KOOL-TV Phoenix, Ariz. (20.19%); KOLD-TV Tucson, Ariz. (20%).

Cherry Broadcasting Co.

Providence, R. I., 24 Mason St., Plantations 1-9776. William S. Cherry Jr., *pres.;* Arnold F. Schoen Jr., *v.p.;* William H. Goodman, *treas.* WDBO-TV Orlando; 44.9% of Cherry & Webb Bcstg. Co., operator of WPRO-TV Providence.

Chicago Tribune-New York News

Interlocking ownership. *Tribune* operates WGN-TV Chicago. *News* operates WPIX New York.

Chronicle Publishing Co.

San Francisco 19, Calif., Garfield 1-1100. Charles deYoung Thieriot, *pres.;* Harold P. See, *gen. mgr.* KRON-TV San Francisco; KBAK-TV Bakersfield.

Corinthian Broadcasting Corp.

N. Y., 630 Fifth Ave., Plaza 7-0630. Walter N. Thayer, *chmn.;* C. Wrede Petersmeyer, *pres.;* Robert F. Bryan, *sec.-treas.* Corinthian Bdcstg. Corp. coordinates management policies of J. H. Whitney & Co. Tv-radio properties.
KOTV Tulsa; KGUL-TV Galveston-Houston; WANE-TV Ft. Wayne; WISH-TV Indianapolis.

Corporation Of The President Of The Church of Jesus Christ of Latter-Day Saints (Mormon Church).

Salt Lake City, Utah, 18 East South Temple. KSL-TV Salt Lake City (63.57%); KID-TV Idaho Falls (23.37%); KBOI-TV Boise (5.6%).

Cowles Broadcasting Co.

Des Moines 4, 715 Locust St., Ch 3-2111; Gardner Cowles, *bd. chmn.;* Luther L. Hill, *pres.;* Robert Dillon, Robert R. Tincher, *v.p.'s.* KRNT-TV Des Moines (60%); WHTN-TV Huntington-Charleston, W. Va.

Cox Stations

Dayton, Ohio, Fourth & Ludlow Sts., Adams 2112. James M. Cox Jr., *pres.;* J. Leonard Reinsch, *mngng. dir.* (Atlanta). WHIO-TV Dayton; WSB-TV, Atlanta; WCKT Miami.

Lester L. Cox

KYTV Springfield (25%); Lester L. Cox and father, Lester E. Cox, own 50% of radio KOAM, which owns ⅔ of KOAM-TV Pittsburg, Kan.-Joplin, Mo.

Crosley Broadcasting Corp.

Cincinnati 2, Ohio, 140 W. Ninth St., Cherry 1-1822. James D. Shouse, *chmn. bd.;* Robert E. Dunville, *pres. & gen. mgr.;* John T. Murphy, *v.p. tv;* H. P. Lasker, *v.p. sls.* WLW-A Atlanta; WLW-C Columbus; WLW-D Dayton; WLW-I Indianapolis; WLW-T Cincinnati.

Donrey Media Group

Reno, Nevada, KOLO-TV, 770 E. 5th St. Donald W. Reynolds, *pres.;* Harry Huey, *mgr.* KOLO-TV; William Stiles, *mgr.* KLRJ-TV; William Slates, *mgr.* KFSA-TV. KFSA-TV Ft. Smith, Ark.; KLRJ-TV Henderson, Las Vegas, Nev.; KOLO-TV Reno; KZTV (under construction) Elko, Nev.

R. H. Drewry Group

Lawton, Okla., Box 1385. R. H. Drewry, *pres.;* E. L. Keough, *gen. mgr.* KSWO-TV; Ray Herndon, *gen. mgr.* KMID-TV. Mr. Drewry controls KSWO-TV Lawton, Okla.; owns 12% of KMID-TV Midland, Tex. of which T. R. Warkentin (15.5% of KSWO-TV) owns 18%.

DuMont Broadcasting Corp.

N. Y. 21, 205 E. 67th St.. Lehigh 5-1000. Bernard Goodwin, *pres.,* Richard Buckley, *v.p.-programming and sls.* WABD-TV New York, WTTG Washington.

John W. English-George J. Mead Group

Erie, Pa., 1220 Peach St., 5-7575. George J. Mead (co-publisher of *Erie Times* and *Morning News*), *pres.* WSEE; John W. English, *pres.* WNAO-TV. Interlocking ownership with WSEE Erie and WNAO-TV Raleigh, N. C.

Eugene Television Inc.

Eugene, Ore., Box 548; Diamond 3-2551. Robert Booth, *pres.;* X. W. McCready, *gen. mgr.* KVAL-TV Eugene; KPIC Roseburg, Ore. (50%).

Fetzer Stations

Kalamazoo, Mich., 590 Maple St., Fi 5-2101. John E. Fetzer, *pres.;* Carl E. Lee, *v.p. & mngng. dir.* KOLN-TV Lincoln; WJEF-AM Grand Rapids; WKZO-TV Kalamazoo; affiliated with WMBD-TV Peoria.

The Friendly Group

Steubenville, Ohio, Exchange Realty Bldg., 428 Market St., Atlantic 2-6265. John J. Laux, *exec. v.p.* WBOY-TV Clarksburg, W. Va.; KODE-TV Joplin, Mo.; WSTV-TV Steubenville.

Theodore R. Gamble

Portland, Ore., KOIN-TV: 50% as voting trustee with Harvey Benson; KOMO-TV Seattle (30%); KOVR Stockton, Cal. (10%).

Gannett Stations

Rochester, N. Y., 40 Franklin St.; Baker 6740. Paul Miller, *pres.;* Lynn N. Bitner, *gen. mgr.;* Glover DeLaney, *mngng. d.* WDAN-TV Danville, Ill.; WHEC-TV Rochester, WINR-TV Binghamton, N. Y.

A. L. Glasmann Stations

Ogden, Utah, Standard Examiner Publishing Co.; Kiesel Bldg.; Export 4-7711. KLIX-TV Twin Falls, Idaho, and KUTV Salt Lake City, Utah. (51%)

The Griffin Stations

Muskogee, Okla., 111 S. Cherokee St., 7-4447. James C. Leake, *pres.;* John T. Griffin, *chmn. bd.;* Mike Shapiro, *exec. vp* Tulsa Bdcstg. Co. (KTUL-TV); John T. Griffin *chmn. bd.* KWTV; Roy J. Turner, *pres.* KWTV; Edgar T. Bell, *exec. v.p.* KWTV. KTUL-TV Tulsa; KATV Pine Bluff-Little Rock; KWTV Oklahoma City (50%).

Hawaiian Broadcasting System, Ltd.

Honolulu, 1534 Kapiolani Blvd., 92011; J. Howard Worrall, *pres. & gen. mgr.;* Melvin B. Wright, *station mgr.;* Charles C. Crockett, *gen. sls. mgr.* KGMB-TV Honolulu; KHBC-TV Hilo, Hawaii; KMAU-TV Wailuku, Maui.

The Hearst Corp.

New York 19, 959 Eighth Ave.; Circle 5-7667; D. L. Provost, *v.p. & gen. mgr.* WBAL-TV Baltimore; WISN-TV Milwaukee; WCAE, Inc., licensee of station WCAE, Pittsburgh, is also owned by The Hearst Corporation through two intermediate corporations.

Leonard Kapner is president of WCAE, Inc., which owns 50% of tv station WTAE, McKeesport, Pa. (construction permit)

Hudson Valley Bdcstg. Co., Inc. (Lowell Thomas interests)

Albany, N. Y., Box 4100, 3-2225. Frank M. Smith, *pres.* Operates W-TEN Albany, with satellites on Channel 19 in Adams, Mass. Same owners also control WTVD, Durham, N. C.

Jefferson Standard Broadcasting Co.

Charlotte, N. C., 1 Jefferson Pl., Edison 3-8833. Joseph M. Bryan, *pres.;* Charles H. Crutchfield, *exec. v.p. & gen. mgr.* WBTV Charlotte; WBTW Florence, S. C.; WFMY-TV Greensboro (17%).

Robert S. Kerr-Dean A. McGee Group

Tulsa, Okla., 3701 S. Peoria Ave., Riverside 2-5561. Sen. R. S. Kerr, *pres.* WEEK-TV; Dean A. McGee, *chmn.* KVOO-TV. Own WEEK-TV Peoria, Ill.; KVOO-TV Tulsa (45%); WEEK-TV holds cp for WEEQ-TV LaSalle, Ill.

King Broadcasting Co.

Seattle, Wash., 320 Aurora Ave., Mutual 3555. Mrs. A. Scott Bullitt, *pres. & principal owner;* Henry B. Owen, *exec. v.p.;* Otto P. Brandt, *v.p. & gen. mgr.;* James L. Middlebrooks, *dir. engineering.* Owns KING-TV Seattle and controls Pioneer Broadcasting Co., Portland, operator of KGW-TV; also controls KREM-TV, Spokane.

KSTP, Inc.

St. Paul 14, Minn., 3415 University Ave., Midway 5-2724. Stanley E. Hubbard, *pres. & gen. mgr.;* Kenneth M. Hance, *exec. v.p. & treas.;* Marvin L. Rosene, *v.p. sls.;* Stanley S. Hubbard, *v.p. rsrch. & dvlpmnt.* Owns KSTP-TV St. Paul-Minneapolis; KOB-TV Albuquerque, N. M.; KWK-TV St. Louis (23%).

T. B. Lanford Group

Shreveport, La., c/o KRMD, 3-6171. KALB-TV Alexandria, La. (51%); KPLC-TV Lake Charles, La. (33.33%); WJTV Jackson, Miss. (13.8%).

The LBJ Co. (Claudia T. Johnson)

Austin, Tex., Sixth & Brazos Sts., Greenwood 2-2424. Claudia T. Johnson, *chmn.;* J. C. Kellam, *pres.* Owns KTBC-TV Austin; KRGV-TV Weslaco (50%); KWTX-TV Waco (29%).

Lee Radio, Inc.

Mason City, Iowa, 2nd & Pennsylvania Ave., Garden 3-2540. Lee P. Loomis, *pres.;* Herbert R. Ohrt, *exec. v.p.* KGLO-TV Mason City; KHQA-TV Hannibal, Mo.

Market Maker Stations—North Dakota Broadcasting Co., Inc.

Fargo, N. D., 4000 W. Main St., 5-4461. John W. Boler, *pres.;* William L. Hurley, *vp. chg. nat'l sls.;* Leo Borin, *comm'l. mgr.;* Fred Drewry, *sls. serv. mgr. Fargo;* Eugene Hope, *resident mgr. Jamestown;* Chester Rietan, *resident mgr. Minot;* Frank Fitzsimmonds, *resident mgr. Bismarck;* Robert Ingersol, *sls. mgr. Jamestown;* Dale Olson, *sls. mgr. Valley City;* Lloyd Amoo, *v.p. chg. engineering.* Owns and operates tv stations KCJB-TV Minot; KXJB-TV Valley City; KBMB-TV Bismarck, all N. D. Also, holds cp for KXAB-TV Aberdeen, S. D.

Martin Theatres of Georgia

Columbus, Martin Bldg., 2-8828. WTVM Columbus, Ga. (100%) and WTVC Chattanooga, Tenn. (100%).

J. Elroy McCaw Group

Tacoma, 5544 N. 35th St., Skyline 3544. KONA-TV Honolulu (25%); KTVR Denver (50%), and KTVW Tacoma-Seattle.

Clinton McKinnon

Tucson, Ariz., 209 W. Elm St., 3-2555. KVOA-TV Tucson (25%); KOAT-TV Albuquerque (100%).

Meredith Group (Subsidiaries of Meredith Publishing Co.)

Des Moines, 17th & Locust Sts., Atlantic 8-8511. Fred Bohen, *pres.;* E. T. Meredith, *vp & gen. mgr.;* Payson Hall, *treas. & tv-rad. dir.;* Alfred Larson, *ass't tv-rad. dir.* KCMO-TV Kansas City, Mo.; KPHO-TV Phoenix; KRMG Tulsa, Okla.; WHEN-TV Syracuse; WOW-TV Omaha.

MGM (Loew's Inc.)

N. Y. 36, 1540 Broadway, Judson 2-2000. Charles C. Barry, *tv v.p.* KTTV Los Angeles (25%); KMGM-TV Minneapolis (25%); holds option for 25% of KTVR Denver.

Midnight Sun Bdcstg. Co.

Anchorage, Alaska, Lathrop Bldg., 5-2201. Harry Hill, *pres.;* Miriam Kinsey, *v.p.;* Alvin O. Bramstedt, *gen. mgr.*
Owns KENI-TV Anchorage and KFAR-TV Fairbanks.

Morgan Murphy Stations

Superior, Wis. Telegram Bldg., Ex 4-4411. Morgan Murphy, *pres.* WEAU-TV Eau Claire; WISC-TV Madison.

NBC-TV Stations

RCA Bldg., New York 20, N. Y.
WRCA-TV New York; WRC-TV Washington; WNBQ Chicago; WRCV-TV Philadelphia; KRCA Los Angeles; WBUF Buffalo; WNBC New Britain, Conn. (For complete listing see network.)

Samuel I. Newhouse Stations

Syracuse, N. Y., 224 Harrison St., 3-7111. KOIN-TV Portland, Ore. (50%); WABT Birmingham; WSYR-TV Syracuse; WTPA Harrisburg.

Norfolk Broadcasting Corp.

Norfolk, Va., 1019 Boissevain Ave., Madison 2-7071. Louis H. Peterson, *owner.*
WTOV-TV Norfolk (50%); WLVA-TV Lynchburg (21%).

Northern Television Inc.

Anchorage, Alaska, Mt. McKinley Bldg., 5-4321; 2-2101. A. G. Hiebert, *pres.-gen. mgr.;* Jack M. Walden, *v.p. & technical dir.;* William J. Wagner, *v.p. chg. nat'l. sls. & ntwk. rels.*
Owns and operates KTVA Anchorage and KTVF Fairbanks; affiliated with Alaska Tv Network, including KTVA Anchorage; KTVF Fairbanks; KINY-TV Juneau.

Oliver Tyrone Corp.

Pittsburgh, Pa., Oliver Bldg., Atlantic 1-0100. William H. Rhea, *pres.* Majority owners of Oliver Tyrone Corp. are majority owners of Oliver Bdcsting Corp. (radio WPOR Portland, Me., which owns 31% of Community Bdcsting Service, WABI-TV Bangor, Me. WMTW Poland Spring, Me. (13.3%); Telecasting Inc., WENS Pittsburgh (10.9%); United Telecasting, Inc.; KMGM-TV Minneapolis (5.8%).

Philadelphia Bulletin Stations

Philadelphia, Pa., City & Monument Aves., Greenwood 7-8300. Donald W. Thornburgh, *pres.* Owns WCAU-TV Philadelphia (sale pending to CBS-TV); holds controlling interest in WDAU-TV Scranton.

John H. Phipps Broadcasting Stations

Tallahasee, Fla., 2225 N. Monroe St., 3-3666. L. Herschel Graves, *mng. dir.;* W. L. Woods, *nat'l sls. mgr.;* W. A. Snowden, *dir. engineering.*
WCTV Thomasville, Ga.-Tallahassee, Fla.; WPTV Palm Beach. John H. Phipps is sole owner of all stations.

Radio Cincinnati, Inc. (Subsidiary of Cincinnati Times-Star Co.)

Times-Star Bldg., Garfield 1-1331. Hulbert Taft Jr., *pres.;* David G. Taft, *exec. v.p.;* Kenneth Church, *v.p. sls.;* Don Chapin, *nat'l. sls. mgr.* (N. Y.).
Owns WKRC-TV Cincinnati; WTVN-TV Columbus; WBRC-TV Birmingham; WBIR-TV Knoxville (30%).

Radio Service Corp. of Utah

Salt Lake City 1, 145 Social Hall Ave., Elgin 5-4641. Jay W. Wright, *exec. v.p.;* Lennox Murdoch, *v.p.-gen. mgr.;* Edward B. Kimball, *sls. mgr.* KSL-TV Salt Lake City; KBOI-TV Boise (6⅔%); KID-TV Idaho Falls (23.3%).

Ridder Publications, Inc.

Minneapolis, Minn. c/o Station WCCO-TV Radio City, Federal 8-0552. Robert B. Ridder, *pres.;* controls with Minnesota Tribune Co. WCCO-TV Minneapolis; owns WDSM-TV Duluth, Minn.

RKO Teleradio Pictures, Inc.

New York 18, 1440 Broadway, Longacre 4-8000. Thomas F. O'Neil, *pres.;* Arnold Kaufman, Raymond Klune, Daniel O'Shea, Edward Walfow, Wendell Campbell, Willet H. Brown, Gordon Gray, George N. Steffy, Norman S. Knight, John B. Poor, Robert Manby, *v.p.'s.*
WOR-TV New York; WNAC-TV Boston; KHJ-TV Los Angeles; WHBQ-TV Memphis; CKLW-TV Windsor-Detroit (49%).

Scripps-Howard Radio, Inc.

N. Y. 17, 230 Park Ave., Murrayhill 6-6840. Jack R. Howard, *pres.;* James C. Hanrahan, M. C. Watters, R. B. Westergaard, *v.p.'s.* WEWS Cleveland; WCPO-TV Cincinnati; affiliated with WMCT Memphis through Memphis Pub. Co.

Lewis O. Seibert

KTXL-TV San Angelo, Tex. (50%) held by his radio station KGKI San Angelo; KEDY-TV Big Spring, Tex. (10%—property only, station is now operated under lease arrangement by KDUB-TV Lubbock).

GROUP OWNERSHIP

L. M. Sepaugh

Gen. mgr. & 13.8% owner of WJTV Jackson, Miss. Also owns 33⅓% of KPLC-TV Lake Charles, La.

Storer Broadcasting Co.

Miami Beach 54, Fla., 1177 Kane Concourse, Union 6-0211. George B. Storer, *chmn. & pres.*; J. Harold Ryan, *sr. v.p.*; Lee B. Wailes, *exec. v.p.*; Stanton P. Kettler, *v.p. optns.*; John E. McCoy, *v.p. & sec.*; George B. Storer Jr., *v.p. for tv optns*; William E. Rine, *v.p. for radio optns.*; Harry A. Steensen, *treas.*; Glenn G. Boundy, *v.p. for engineering*; Ewald Kockritz, *v.p. & nat'l. program dir.*; Arthur C. Schofield, *v.p. advtsg. & sls. promotion dir.*; Bertha C. Prestler, *ass't sec.*; Maurice E. MacMurray, *nat'l sales dir.* (625 Madison Ave., New York); Allen L. Haid, *v.p. & mngng. dir.* WSPD-TV; James E. Bailey, *v.p. & mngng. dir.* WSPD; J. Robert Kerns, *v.p. & mngng. dir.* WVUE; Glenn C. Jackson, *v.p. & mngng. dir.* WAGA-TV; Claude Frazier, *v.p. & mngng. dir.* WAGA; Bill Michaels, *v.p. & mngng. dir.* WJBK-TV; Harry R. Lipson, *v.p. & mngng. dir.* WJBK; Paul J. Miller, *v.p. & mngng. dir.* WWVA; Lionel F. Baxter, *v.p. & mngng. dir.* WIBC; Ben Wickham, *mngng. dir.* WJW-TV; Reginald P. Merridew, *mngng. dir.* WJW. WGBS Miami, WJBK-WJBK-TV Detroit; WSPD-TV Toledo; WAGA-TV Atlanta; WJW-TV Cleveland; WVUE Wilmington-Philadelphia.

Superior Stations

Spokane, Wash., 315 W. Sprague Ave., Madison 4291. Joseph Harris, *chmn.*; Norman E. Alexander, *pres.*; Richard E. Jones, *v.p.*
KXLY-TV Spokane; KELP-TV El Paso, Tex.

Supreme Broadcasting Co., Inc.

New Orleans, La., 1500 Canal St., Express 3131. Chester F. Owens, *pres.*; George Mayoral, *v.p.*
WJMR-TV New Orleans; WORA-TV Mayaguez, Puerto Rico (28%).

Telecasting Inc.—United TV Inc.

Telecasting Inc., WENS Pittsburgh, and United TV Inc., KMGM-TV Minneapolis, have as common stockholders, Thomas P. Johnson, Donald Lott, Henry Oliver Rea, George Eby, Larry H. Israel and Oliver Tyrone Corp.

Texas State Network, Inc.

Ft. Worth, Tex., 4801 W. Freeway, Pershing 7-6631. Gene L. Caple, *pres.*; Charles B. Jordan, *v.p.*; Stan Wilson, *ass't to pres.*; John Hopkins, *ass't mgr.*; D. C. Hornburg, *sec.-treas.*
KFJZ-TV Ft. Worth; KFDA-TV (75%); KFJZ-TV licensed to Texas State Network; KFDA-TV licensed to Amarillo Broadcasting Co.

TLF Broadcasters, Inc.

New York 20, 9 Rockefeller Plaza, Judson 6-1212. Roy E. Larsen, *pres.*; Weston C. Pullen Jr., *exec. v.p.*; Ole G. Morby, *coordinator bdcst. operations.*
Hugh B. Terry, *pres. and gen. mgr.* KLZ-TV-AM Denver; Willard Schroeder, *pres. and gen. mgr.* WOOD-TV-AM Grand Rapids; Eldon Campbell, *v.p. and gen. mgr.* WFBM-TV-AM Minneapolis; Philip Hoffman, *v.p. and gen. mgr.* WTCM-TV-AM Minneapolis; G. Bennett Larson, *pres. and gen. mgr.* KTVT-KDYL, Salt Lake City (20% owned by G. Bennett Larson).
KTVT Salt Lake City (80%); KLZ-TV Denver (100%); WTCN-TV Minneapolis (100%); WFBM-TV Indianapolis (100%); WOOD-TV Grand Rapids (100%).

Transcontinent Television Corp.

Paul A. Schoellkopf Jr., *chmn. bd*; J. Fred Schoellkopf, IV, *chmn. exec. comm.*; David G. Forman, *chmn. adminst. & fin. comm.*; David C. Moore, *pres.*; Karl B. Hoffman, *vp and dir. eng.*; Hamilton Shea, *v.p.* (pres. and 50% owner of WSVA-TV Harrisonburg, Va.); William Fay, *v.p.*; Clifford M. Kirtland Jr., *treas. & cont.*; Felix L. Piech, *sec. & ass't treas.*; Van Beuren W. DeVries, *station mgr.* WGR-TV; Gunnar O. Wiig, *station mgr.* WROC-TV.
WGR-TV Buffalo; WROC-TV Rochester; WSVA-TV Harrisonburg, Va. (50%).

Triangle Publications, Inc., Radio & Television Div.

Philadelphia 39, Pa., 46th & Market Streets, Evergreen 2-4700. Roger W. Clipp, *vp and gen. mgr.*; David J. Bennett, *exec. ass't to gen. mgr.*; Edward H. Benedict, *dir national sls.*
WFBG-TV Altoona; WFIL-TV Philadelphia; WNBF-TV Binghamton; WNHC-TV New Haven; WLBR-TV Lebanon, Pa.

Truth Publishing Co.

Elkhart, Ind., 416 S. 2nd St., 2-1518. John F. Dille Jr., *pres.* WSJV Elkhart; WKJG-TV Ft. Wayne (60%).

William J. Wagner

KINY-TV Juneau, Alaska (100%); KTVA Anchorage (6%); KTVF Fairbanks (6%).

Washington Post Broadcast Division

Washington, D. C., Broadcast House, 40th & Brandywine Sts., N.W., Emerson 2-9300. John S. Hayes, *pres.*; Clyde M. Hunt, *vp. for engineering*; Laurence E. Richardson Jr., *gen. exec.*
WMBR-TV Jacksonville; WTOP-TV Washington.

Wave, Inc.

Louisville, Ky., 334 E. Broadway. Juniper 5-2201. George W. Norton Jr., *pres.*; Nathan Lord, *v.p. & gen. mgr.*
WAVE-TV Louisville; WFIE Evansville, Ind.

WDSU Broadcasting Corp.

New Orleans, 520 Royal St., Tulane 4376. Edgar B. Stern Jr., *pres.*; Robert D. Swezey, *exec. vp.* WDSU-TV New Orleans; WAFB-TV Baton Rouge (58%).

Westinghouse Broadcasting Co.

New York 17 Chanin Bldg., 122 E. 42nd St., Murrayhill 7-0808. Donald H. McGannon, *pres.*; Charles C. Woodward, *administ. ass't to pres.*; Alexander W. Dannenbaum Jr., *v.p. sls.*; Tom Judge, *nat'l. tv sls. mgr.* Perry Bascom, *ntl. rad. sls. mgr.*; E. M. Blain, *midwest sls. mgr.*; Richard M. Pack, *programming, v.p.*; William J. Kaland, *nat'l. program mgr.*; David E. Partridge, *adv. & sls. promotion mgr.*; Joseph E. Baudino, *v.p.*-Washington 6, 1625 K St., N. E., Sterling 3-0903; Harold C. Lund, *v.p.*-Pittsburgh; Rolland V. Tooke, *v.p.*-Cleveland; W. C. Swartley, *v.p.*-Boston-Springfield; Philip G. Lasky, *exec. for west coast operations*; Ralph N. Harmon, *engineering, v.p.*; George E. Hagerty, *engineering mgr.*; Gordon Hawkins, *educational dir.* WBZ-TV Boston; KYW-TV Cleveland; KDKA-TV Pittsburgh; KPIX San Francisco.

WKY Television System, Inc.

Oklahoma City, Okla., 500 E. Britton Rd., Trinity 8-2161. E. K. Gaylord, *pres.*; P. A. Sugg, *exec. v.p.*, Gene Dodson, *v.p.*
WKY-TV Oklahoma City; WSFA-TV Montgomery; WTVT Tampa.

Wrather-Alvarez Bdcstng. Inc.

San Diego, Calif., Fifth & Ash Sts., Belmont 2-2114. J. D. Wrather, *pres.*
KFMB-TV San Diego; KERO-TV Bakersfield.

WTVJ Inc. (Wometco Theatres)

Miami, Fla., 316 N. Miami Ave., Franklin 4-6262. Mitchell Wolfson, *pres.*; Sidney Meyer, *sec.*; Lee Ruwitch, *exec. v.p.*
WTVJ, Miami; WFGA-TV Jacksonville (20%); WMTV Madison, Wis. (50%).

Zanesville Publishing Co.

Zanesville, Ohio, 34 S. 4th St., Gladstone 2-5431. Clay Littick, *pres.*; Allan Land, *gen. mgr.*
WHIZ-TV Zanesville; WTAP-TV Parkersburg, W. Va.

Albert Zugsmith

Hollywood 28, Calif., 6705 Sunset Blvd., Hollywood 5-6171. Albert Zugsmith, *chmn.*; Arthur B. Hogan, *pres.*
KULA-TV Honolulu (50%); KSHO-TV Las Vegas.

time buying

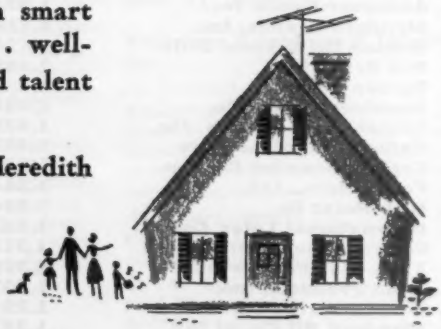
made easy in 5 key markets . . .

KANSAS CITY, SYRACUSE, OMAHA, PHOENIX, AND TULSA

Buy the Meredith Station!

When you buy the Meredith Station in these booming markets, you're on the station with smart programming . . . selling know-how . . . well-planned merchandising . . . experienced talent and management.

Your advertising gets home on the Meredith Station.



KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co. — Blair-TV
TULSA	KRMG		John Blair & Co.

Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines

Top 200 Tv Advertisers by Spot Expenditure

(Figures are TvB's estimated expenditures for 1956.)

1.	Procter & Gamble	$17,522,450
2.	Brown & Williamson Tobacco Co.	11,288,620
3.	General Foods Corp.	9,415,940
4.	Sterling Drug, Inc.	8,823,300
5.	Philip Morris & Co.	7,369,440
6.	Colgate-Palmolive Co.	7,314,440
7.	Warner-Lambert Pharmacal Co.	5,820,440
8.	Continental Baking Co.	5,732,480
9.	National Biscuit Co.	5,536,500
10.	Miles Laboratories, Inc.	5,354,730
11.	Kellogg Co.	4,810,530
12.	Carter Products, Inc.	4,535,210
13.	Lever Bros. Co.	4,535,010
14.	Robert Hall Clothes	4,450,490
15.	Liggett & Myers Tobacco Co.	4,400,900
16.	Bulova Watch Co.	4,298,650
17.	American Tel. & Tel. Co.	3,800,990
18.	Coca-Cola Co. Bottlers	3,697,460
19.	General Motors Corp.	3,487,860
20.	Ford Motor Co.	3,332,620
21.	Max Factor & Co.	3,181,730
22.	Helaine Seager Co.	2,889,980
23.	Corn Products Refining Co.	2,849,350
24.	Charles Antell, Inc.	2,774,170
25.	Nestle Co., Inc.	2,347,920
26.	Harold F. Ritchie, Inc.	2,341,660
27.	Esso Standard Oil Co.	2,192,040
28.	P. Lorillard & Co.	2,148,610
29.	Shell Oil Co.	2,000,220
30.	Pepsi Cola Co. Bottlers	1,993,000
31.	Florida Citrus Commission	1,972,450
32.	American Home Products	1,965,900
33.	Pabst Brewing Co.	1,962,760
34.	R. J. Reynolds, Tobacco Co.	1,952,760
35.	Minute Maid Corp.	1,939,010
36.	Block Drug Co.	1,937,800
37.	Chrysler Corp.	1,914,160
38.	P. Ballantine & Sons	1,852,280
39.	Revlon, Inc.	1,817,870
40.	Marathon Corp.	1,798,680
41.	Gillette Co.	1,782,680
42.	Grove Laboratories, Inc.	1,696,100
43.	J. A. Folger Co.	1,627,130
44.	Nehi Corp. Bottlers	1,614,150
45.	Peter Paul, Inc.	1,546,760
46.	Anheuser-Busch, Inc.	1,534,680
47.	Standard Brands, Inc.	1,512,780
48.	Wesson Oil & Snow Drift	1,498,010
49.	Piel Bros., Inc.	1,485,300
50.	Borden Co.	1,483,500
51.	American Chicle Co.	1,480,380
52.	Chesebrough-Pounds, Inc.	1,425,440
53.	Radio Corp. of America	1,407,130
54.	Carling Brewing Co., Inc.	1,344,620
55.	Food Mfgrs., Inc.	1,344,620
56.	H. J. Heinz Co.	1,334,260
57.	International Latex Corp.	1,322,960
58.	Better Living Enterprises	1,312,440
59.	Theo. Hamm Brewing Co.	1,309,110
60.	Avon Products, Inc.	1,307,680
61.	Benrus Watch Co.	1,291,140
62.	Standard Oil Co. of Ind.	1,247,170
63.	National Dairy Products Corp.	1,246,530
64.	Socony Mobil Oil Co., Inc.	1,228,650
65.	Falstaff Brewing Corp.	1,224,430
66.	Associated Products, Inc.	1,223,040
67.	Beech-Nut Life Savers, Inc.	1,219,560
68.	American Tobacco Co.	1,206,280
69.	Seven-Up Co. Bottlers	1,201,450
70.	Campbell Soup Co.	1,196,340
71.	Carnation Co.	1,154,340
72.	Ralston-Purina Co.	1,143,750
73.	Simmons Co./Dealers	1,140,020
74.	E. & J. Gallo Winery	1,130,820
75.	Pharmaceuticals, Inc.	1,108,580
76.	U. S. Borax & Chem. Corp.	1,097,930
77.	Swift & Co.	1,091,940
78.	Hills Bros. Coffee, Inc.	1,077,370
79.	Top Value Enterprises	1,041,480
80.	General Electric Co.	1,039,800
81.	Salada Tea Co., Inc.	1,006,600
82.	Wm. Wrigley, Jr., Co.	999,070
83.	Kimberly-Clark Corp.	996,700
84.	Thomas J. Lipton, Inc.	993,470
85.	Safeway Stores, Inc.	978,430
86.	Tea Council of U. S. A.	965,710
87.	E. I. du Pont de Nemours	942,180
88.	Stokely-Van Camp, Inc.	916,270
89.	Best Foods, Inc.	914,550
90.	Great A & P Tea Co.	902,830
91.	Wildroot Co., Inc.	893,340
92.	Glamorene, Inc.	891,960
93.	Armour & Co.	877,400
94.	Bristol-Myers Co.	864,040
95.	M. J. B. Co.	848,630
96.	Ward Baking Co.	848,230
97.	Tafon Distributors, Inc.	821,950
98.	Sunshine Biscuit Co.	810,070
99.	Adell Chemical Co.	807,630
100.	American Bakeries Co.	797,330
101.	Rath Packing Co.	790,620
102.	Plough Inc.	778,400
103.	Republican Party	774,130
104.	Liebmann Breweries Inc.	768,660
105.	Dormin Inc.	762,720
106.	Wm. B. Reilly & Co.	758,720
107.	Proctor Electric Co.	755,360
108.	Reader's Digest Assoc.	744,990
109.	Rayco Mfg. Co.	721,530
110.	Sardeau Inc.	717,840
111.	Dr. Pepper Co./Bottlers	716,790
112.	Cream of Wheat Corp.	707,840
113.	Langendorf United Bakeries	700,740
114.	Duncan Coffee Co.	700,210
115.	National Brewing Co.	692,150
116.	Pillsbury Mills, Inc.	692,150
117.	Vick Chemical Co.	691,520
118.	B. T. Babbitt Co., Inc.	688,120
119.	Kroger Co.	678,160
120.	Clorox Chemical Co.	675,660
121.	Sinclair Refining Co.	675,460
122.	General Mills, Inc.	669,040
123.	Paxton & Gallagher Co.	665,810
124.	Burgermeister Brewing Corp.	663,080
125.	Lewis Food Co.	657,120
126.	Studebaker-Packard Corp.	653,210
127.	F & M Schaefer Brewing Co.	648,040
128.	Greyhound Corp.	639,470
129.	Joseph E. Schlitz Brewing Co.	638,370
130.	Phillips Petroleum Co.	624,370
131.	Buitoni Products Inc.	622,460
132.	Quaker Oats Co.	619,200
133.	Drewry's Ltd.	606,970
134.	Mennen Co.	595,500
135.	George Wiedemann Brewing	594,120
136.	G. Heileman Brewing Co.	585,350
137.	General Cigar	584,270
138.	W. F. McLaughlin & Co.	580,890
139.	Oscar Mayer & Co.	567,430
140.	Jackson Brewing Co.	566,660
141.	Blue Plate Foods, Inc.	566,340
142.	Grocery Store Products Co.	564,550
143.	Emerson Drug Co.	562,660
144.	Mars, Inc.	555,670
145.	Richfield Oil Corp.	543,010
146.	Standard Oil Co. of Ohio	537,540

147.	Simoniz Co.	537,180
148.	Gold Seal Co.	535,480
149.	Columbia Broadcasting System	528,580
150.	General Baking Co.	526,510
151.	U. S. Tobacco Co.	524,430
152.	Welch Grape Juice Co.	523,330
153.	National Presto Industries	522,470
154.	Duquesne Brewing Co.	512,800
155.	Foremost Dairies Inc.	510,510
156.	Walgreen Co.	508,580
157.	Continental Oil Co.	507,900
158.	Monarch Wine Co.	505,930
159.	Armstrong Rubber Co.	504,100
160.	Household Finance Corp.	503,500
161.	Petri Wine Co.	497,310
162.	Drackett Co.	493,910
163.	Jacob Ruppert Brewery	489,400
164.	Avoset Co.	478,280
165.	Keefler Biscuit Co.	477,430
166.	Standard Oil of Calif.	474,410
167.	Associated Hospital Service	473,010
168.	Gunther Brewing Co.	464,550
169.	Bank of America	462,120
170.	Coty, Inc.	458,560
171.	V. La Rosa & Sons, Inc.	455,650
172.	Democratic Party	453,260
173.	G. H. P. Cigar	435,780
174.	Lone Star Brewing Co.	432,440
175.	International Salt Co.	430,850
176.	Quality Bakers of America	424,290
177.	Frito Co.	424,190
178.	Holsum Baking/Bakeries	422,450
179.	Hudson Pulp & Paper Corp.	419,520
180.	Regal Pale Brewing Co.	412,550
181.	Libby, McNeil & Libby	412,410
182.	American Stores Co.	409,240
183.	Thomas Leeming & Co., Inc.	408,450
184.	Stephen F. Whitman & Son	403,170
185.	International Milling Co.	402,560
186.	Pharma-Craft Corp., Inc.	401,300
187.	Stroh Brewing Co.	401,260
188.	Slenderella Co.	399,180
189.	General Tire & Rubber Co.	395,860
190.	Brown Shoe Co.	383,050
191.	Pan-Am Southern Corp.	381,790
192.	Mrs. Baird's Bakery	378,990
193.	E. F. Drew Inc.	376,180
194.	Clayton Anderson & Co.	371,720
195.	M. K. Goetz Brewing Co.	367,040
196.	Standard Brewing Co.	360,700
197.	Canada Dry Co./Bottlers	360,430
198.	Interstate Bakeries	359,880
199.	Beatrice Foods Co.	356,870
200.	Sears Roebuck & Co.	350,250

200 Top National Spot Advertisers of the U. S.

Listings in alphabetical order. In cases where advertising figures are not available best estimates are given. Spot billings are TV-AGE *estimates based on Television Bureau of Advertising reports. For explanation of abbreviations see page 4.*

Adell Chemical Co.

Holyoke, Mass.

Executives: J. L. Barowsky, *pres.;* Wm. J. Massey, *sls. mgr.*

Advertising Agency:

JACKSON ASSOCIATES, HOLYOKE, MASS.

SPOT TV: $4,000,000.

American Bakeries Co.

919 N. Michigan Ave., Chicago 11, Ill.

Executives: Robert Llewellyn, *advg. mgr.,* Taystee Bread, Grennan Cakes; B. F. Lamb, *purchasing d.,* Merita Bread.

Advertising Agencies:

YOUNG & RUBICAM, CHICAGO. Ruth Leach, *tb.*

TUCKER WAYNE, INC., ATLANTA. Anne Benton, *tb.*

SPOT TV: $797,330.

American Chicle Co.

30-30 Thompson Ave., Long Island City 1, N. Y.

Executives: T. H. Blodgett, *chmn.;* P. L. Becker, *pres.;* L. E. Pritchard, *sr. vp., mdsg.;* J. Hoppenfeld, *vp & sec.;* R. L. Harris, *advg. mgr.;* R. B. Kyle, T. H Smith, & R. N. Scott, *prom. mgrs.*

Advertising Agencies:

DANCER-FITZGERALD-SAMPLE, NY, Crawford's Dentyne. Peter Triolo, *tb.*

TED BATES & CO., NY, Beemans Pepsin gum, Chiclets, Clorets mints and gum, Rolaids Mints, Adams Clove gum. Alan Sloan, *tb.*

BAKER ADVERTISING AGENCY, LTD., TORONTO.

TOTAL ADVG.: $3,496,841.
NET TV: $2,016,461.
SPOT TV: $1,480,380.

American Home Products Corp.

22 E. 40th St., New York 16, N. Y.

Executives: Alvin G. Brush, *chmn.;* Walter F. Silbersack, *pres.;* H. E. Carnes, *exec. vp;* Wm. M. Stedman, *dir. of advg.*

Divisions: American Home Foods, Boyle-Midway, Home Products International Wyeth Laboratories, Ayerst Laboratories.

Advertising Agencies:

YOUNG & RUBICAM, SAN FRANCISCO, American Home Foods.

GEYER ADVERTISING, NY, Aero Shave, Black Flag insecticides, Easy-Off oven cleaner, Griffin shoe polish (Boyle-Midway products).

YOUNG & RUBICAM, NY, 3-In-One oil, plastic wood (Boyle-Midway products).

J. WALTER THOMPSON CO., LOS ANGELES, Boyle-Midway west coast advg.

DILLON-COUSINS & ASSOCIATES, NY, export advg., Boyle-Midway div. (Whitehall Pharmacal Co. div.)

TED BATES & CO., NY., Anacin, Buffered Anacin and aspirin, Freezone, Compound W, Hopper Home Facial, Melcalose tablets, Outgro, Primatene, Sperti ointment, Heet liniment, Preparation H. Dan Rodgers, *ae.*

SULLIVAN, STAUFFER, COLWELL & BAYLES, NY, BiSoDol, InfraRub, Soothol. E. Stefenson, *ae.*

JOHN F. MURRAY ADVERTISING AGENCY, NY, Kriptin, Hill's cold tablets, Hope denture adhesive. Alice Carle, *ae.*

LYNN BAKER INC., NY, Jo-Cur wave set lotion, Heather rouge. James Evans, *ae.*

GREY ADVERTISING AGENCY, NY, Kolynos tooth paste, Needol women's products. Wallace Drew, *ae.*

McCANN-ERICKSON, NY, Duplexin.

ERWIN, WASEY, RUTHRAUFF & RYAN, NY, Neet depilatory, Dristan decongestant, Petro-Syllium. E. Cauley, *ae.*

DOWD, REDFIELD & JOHNSTONE, NY., 3-B4 tablets.

BRYAN HOUSTON, NY, Drial.

TOTAL ADVG.: $22,457,105.
NET TV: $15,758,019.
SPOT TV: $1,965,900.

American Stores Co.

124 No. 15th St., Philadelphia 2, Pa.

Executives: Wm. Park, *chmn.;* Paul J Cupp, *pres.;* Harry W. Campbell, *advg. mgr.;* Spencer Heaney, *sls. mgr.*

Advertising Agency:

ARNDT, PRESTON, CHAPIN, LAMB & KEEN, PHILADELPHIA.

SPOT TV: $383,050.

American Telephone & Telegraph Co.

195 Broadway, New York 7, N. Y.

Executives: Frederick R. Kappel, *pres.;* James W. Cook, *vice pres. chg. of mdsg.;* Sanford B. Cousins, *vice pres. chg. of pub rel.;* Walter W. Straley, *ass't vp.;* Wm. E. Haesche, Jr., *advg. mgr., tv-rad.*

Advertising Agency:

CUNNINGHAM & WALSH, NY, spots placed by Bell Telephone Co's.

TOTAL ADVG.: $15,757,792.
NET TV: $2,285,036.
SPOT TV: $3,800,990.

American Tobacco Co.

150 E. 42nd St., New York 17, N. Y.

Executives: Paul M. Hahn, *pres. & chief exec. officer;* John A. Crowe, *sr. vp, mfr. & leaf;* Harry A. Hilyard, *vp & treas.;* A. LeRoy Janson, *vp & comptroller;* Alfred F. Bowden, *vp;* Virgil D. Hager, *vp mfr.;* Robert B. Walker, *vp & dir. sls.;* Albert R. Stevens, *advg. mgr.;* Alan C. Garrett, *advg. mgr.,* ACC div.

ADVERTISERS

Advertising Agencies:
BATTEN, BARTON, DURSTINE & OSBORN, NY, Lucky Strike & Hit Parade. Charles R. McKeever, Hope Martinez, Anne Slattery, *tb's.*

LAWRENCE C. GUMBINNER, NY, Herbert Tareyton and Tareyton filters, Roi Tan cigars. Anita Wasserman, *tb.*

SULLIVAN, STAUFFER, COLWELL & BAYLES, NY, Pall Mall, Half & Half pipe tobacco. Frank Minehan, Walter Bowe, Jack Canning, *tb's.*

TOTAL ADVG.: $21,912,494.
NET TV: $9,387,768.
SPOT TV: $1,206,280.

Anderson, Clayton & Co., Foods Division (formerly Mrs. Tucker's Foods)

Gibralter Life Bldg., P. O. Box 35, Dallas 21, Texas.

Executives: C. T. Fuqua, Jr., *pres.;* W. A. Jacob, *vp.;* E. M. Deck, *dir., product development;* Jerold Wizowaty, *dir., mktg.;* W. L. Roper, *case goods sls. mgr.;* M. W. Jones, *sls. mgr., private label products;* L. B. Holt, *sls. mgr. bulk products sls. dept.*

Advertising Agency:
McCANN-ERICKSON, HOUSTON, Mrs. Dorothy McCormick, *tb.*

SPOT TV: $371,720.

Anheuser-Busch, Inc.

721 Pestalozzi St., St. Louis 18, Mo.

Executives: August A. Busch, Jr., *chmn. & pres.;* John L. Wilson, *exec. vice pres.;* Wm. E. Bien, *vp & sls. mgr;* R. E. Krings, *advg. mgr.;* Walter Reisinger, *ass't. advg. mgr.*

Advertising Agencies:
GARDNER ADVERTISING, ST. LOUIS, George Bamberger, *acct. supvr.*

D'ARCY ADVERTISING, ST. LOUIS, Harry W. Chesley, *acct. supvr.*

TOTAL ADVG.: $6,797,724.
NET TV: $566,994.
SPOT TV: $1,534,680.

Charles Antell, Inc.

Mont & Cole Sts., Baltimore, Md.

Executives: Leonard Rosen, *chairman bd.;* Julius Rosen, *pres.;* Solomon Sandler, *exec. vp.;* Charles Weigert, *dir. advg.*

Advertising Agencies:
PAUL VENZE ADVERTISING ASSOC., BALTIMORE, Paul Venge, *ae*

TOTAL ADVG.: $2,704,315.
SPOT TV: $2,300,000.

Armour & Co.

Union Stock Yards, Chicago 9, Ill.

Executives: W. W. Prince, *pres.;* R. H. Borchers, *exec. vp;* E. W. Wilson, *vp;* W. S. Shafer, *vp;-dir. of mdsg. & advg. dir.;* R. Dall, *gen. mgr., pork products;* Lloyd Woodall, *vp, dairy products;* F. B. Patton, *31st St. Auxiliaries soap, Auxiliaries products advg.;* Kenneth L. Skillin, *gen. mgr., advtsing & sls. pri. div.;* J. Harry Varner, *advg. mgr., fertilizer* (Atlanta, Ga.); W. M. Galbraith, *advg. mgr., food products;* D. L. Duensing, *advg. mgr., 31st St. Auxiliaries.*

Advertising Agencies:
N. W. AYER & SON, CHICAGO, Dash Dog Food, dairy, poultry, margarine refinery division, frosted-foods division, shortening, sausage, ham, bacon, other smoked and canned meats. Elaine Ogle, *tb.*

JORDAN-SIEBER & ASSOC., CHICAGO, Armour Laboratories.

LILLER, NEAL & BATTLE, ATLANTA, fertilizer.

FOOTE, CONE & BELDING, CHICAGO, W. R. Forrest, *ae;* Chiffon Flakes and Liquid Detergent, Armour Suds, Perk Soap.

TOTAL ADVG.: $10,590,635.
NET TV: $3,085,325.
SPOT TV: $877,400.

Armstrong Rubber Co.

475 Elm St., West Haven 16, Conn.

Executives: James A. Walsh, Sr., *chmn.;* Frederick Machlin, *pres.;* C. K. Novotny, *vp;* F. L. Dwyer, *sec.-treas.;* P. L. Giblin, *vp., sls.;* J. H. Fielding, J A. Walsh, Jr., F. E. Buddenhagen & C. E Rueckert, *vp's;* Leo Sklarz, Jr., *advg. mgr.*

Advertising Agency:
LENNEN & NEWELL, NY, John Schneider, *ae,* Wm. Mahu, *tb.*

SPOT TV: $504,100.

Associated Hospital Service

(Blue Cross)
80 Lexington Ave., New York 16.

Executives: Roger Davis, *pub. rel. dir.*

Advertising Agency:
J. WALTER THOMPSON, NY. Mario Kircher, *tb.*

SPOT TV: $250,000.

Avon Products, Inc.

30 Rockefeller Plaza, New York 20.

Executives: W. Van Allan Clark, *chairman;* John A. Ewald, *pres.;* Russel Rooks, *vp & gen. mgr.;* Norman C. Chadwick, *vp. chg. sls. prom.;* George W. Shine, *advg. mgr.*

Advertising Agency:
MONROE F. DREHER, NY. Lee Petry, *tb.*

SPOT TV: $1,000,000.

Avoset Co. (Subsid. of Smith, Kline & French Laboratories)

661 Geary St., San Francisco 2, Calif.

Executives: C. Mahon Kline, *chmn.;* Mahon K. Jordan, *pres.;* Ted Gruhler, *vp. & sls. dir.;* J. L. McCurdy, *sec.-treas.*

Advertising Agencies:
HONIG-COOPER, SAN FRANCISCO.
GOTHAN-VLADIMIR, NY, export advg.

SPOT TV: $478,280.

B. T. Babbitt, Inc.

625 Madison Ave., New York 22, N. Y.

Executives: Sam Mendleson, *chmn. bd.;* Alton Mendleson, *vp;* A. O. Samuels, *vp;* John Woolley, *vp mktg.;* Jack Schenberg, *assist. mktg. dir.,* Aerosol div.; Jules Trieb, *dir. advg.;* Herbert Little, *dir. mktg. rsch.*

Advertising Agencies:
DONAHUE & COE, NY, Bab-O, Aerosol products. Don West, *a supvr.;* John Brady, *ae.*

DOYLE DANE BERBACH, NY, Glim. Marvin Corwin, *a supvr.;* Len Press, *ae.*

TOTAL ADVG.: $2,692,198
NET TV: $394,611.
SPOT TV: $688,120.

Mrs. Baird's Bakeries, Inc.

5230 Mockingbird Lane, Dallas, Texas.

Executives: Mrs. Ninnie Baird, *chmn.;* Deward C. Baird, *vice chmn.;* W. Hoyt Baird, *pres.;* Wm. D. Baird, *exec. vp.;* C. B. Baird, *vp.;* Joe James, *advg. mgr.*

Advertising Agency:
TRACY LOCKE CO., DALLAS, Wm. J. James, *ae.* (bread, rolls, cakes).

SPOT TV: $378,990.

P. Ballantine & Sons

57 Freeman St., Newark 5, N. J.

Executives: Carl W. Badenhausen, *pres.;* C. A. Badenhausen, *exec. vp;* John E. Farrell, *vp;* Leonard B. Faupel, *advg. mgr.;* Wm. J. Archer, Jr., *dir., mktg. rsch.*

Advertising Agency:
WM. ESTY CO., NY, Frank Mahon, *tb.*

TOTAL ADVG.: $3,123,000.
SPOT TV: $1,700,000.

Bank of America (National Trust & Savings Assn.)

300 Montgomery St., San Francisco, Calif.

Executives: Jesse W. Tapp, *chmn.;* Seth Clark Beise, *pres.;* Louis Lundborg, *vp, chg. of bus. dvlpment.;* Chas. R. Stuart, Jr., *advg. mgr.;* Lawrence D. Pritchard, *dir. pub. rel.*

Advertising Agencies:
JOHNSON & LEWIS ADVG., SAN FRANCISCO, Daniel H. Lewis, *ae.*

BATTEN, BARTON, DURSTINE & OSBORN, SAN FRANCISCO, savings accounts advg.

SPOT TV: $462,120.

Beatrice Foods Co.

120 So. LaSalle St., Chicago.

Executives: Wm. G. Carnes, *pres.;* John Hazelton, *exec. vp;* R. I. Ricksham, *advg., sales prom. mgr.*

SPOT TV: $356,870.

Beech-Nut Life Savers, Inc.

477 Madison Ave., New York, N. Y.

Executives: E. J. Noble, *chmn.;* R. P. Noble, *vice chmn.;* E. J. Jordan, *pres.;* G. C. Young, *vp & dir. of advg.*

Advertising Agency:
YOUNG & RUBICAM, NY, Alec Kroll, *a supvr.*

TOTAL ADVG.:
SPOT TV: $2,000,000.

Benrus Watch Co.

50 W. 44th St., New York, N. Y.

Executives: Oscar M. Lazrus, *pres.;* S. Ralph Lazrus, *chmn., bd.;* Benjamin Lazrus, *treas.;* Harvey M. Bond, *vp, advg. dir.*

Advertising Agency:
LENNEN & NEWELL, NY, Jack D. Tarcher, *ae;* Len Tarcher, *tb.*

SPOT TV: $1,291,140.

Best Foods, Inc.

1 E. 43rd St., New York 17.

Executives: L. G. Blumenschine, *chairman & pres.;* Albert Brown, *vp chg. advg. & pub. rels.*

Advertising Agencies:
DANCER-FITZGERALD-SAMPLE, NY, Nucoa Margarine, Hellman's & Best Foods Real Mayonnaise, sandwich spread, french

dressing, bread & butter pickles, mustard, salad oil. Pete Triolo, *tb.*

EARLE LUDGIN & CO., CHICAGO, Rit, Shinola, Two In One & Bixby's Jet Oil shoe polishes.

GUILD, BASCOM & BONFIGLI, NY, Nucoa margarine.

SULLIVAN, STAUFFER, COLWELL & BAYLES, NY, H-O Oats, H-O Cream Farina, Presto Self-Rising cake flour. Dan Hirsch, *tb.*

YOUNG & RUBICAM, TORONTO, Canadian advg.

FOREIGN ADVERTISING & SERVICE BUREAU, NY, export advg.

TOTAL ADVG.: $4,474,866.

NET TV: $1,660,916.

SPOT TV: $1,000,000.

Block Drug Co.

257 Cornelison Ave., Jersey City 2, N. J.

Executives: Melvin A. Block, *pres.;* Leonard Block, *vp & treas.;* A. L. Plant, *dir. of advg.;* Arthur E. Toft, J. Jaffee, A. Schwartz, *product advg. mgrs.;* H. Kornhauser, *media and rsrch. mgr.*

Advertising Agencies:

LEE RAMSDELL & CO., PHILADELPHIA, ethical advg.

GREY ADVG., NY, Polident, Poligrip, Womets Denta-Creme. Herb Lieberman, *tb.*

BAKER ADVG., LTD., TORONTO, Canadian advg.

SULLIVAN, STAUFFER, COLWELL & BAYLES, NY, Nytol sleeping tablets, Pycopay toothbrushes, Green Mint mouthwash. Ira Gonsier, *tb.*

LAWRENCE C. BUMBINNER ADVG., NY, Ammident toothpaste, Stera Kleen denture cleanser, Rem cough medicine, Rem Rub, Minipoo shampoo, Latium, omega oil.

TOTAL ADVG.: $3,500,000.

SPOT TV: $2,000,000.

Blue Plate Foods

1315 So. Jefferson Davis Pkwy., New Orleans, La.

Executives: E. A. Geoghegan, *pres.;* E. W. Sanders, *vp.*

Advertising Agency:

FITZGERALD ADVERTISING, NEW ORLEANS, Marie O'Meara & Dorothy Nix, *tb's.*

SPOT TV: $500,000.

Borden Co.

350 Madison Ave., New York 17, N. Y.

Executives: Theodore G. Montague, *chmn.;* Harold W. Comfort, *pres.;* Stuart Peabody, *asst. vp, chg. advg.;* Wm. H. Ewen, *ntl. advg. mgr., publications;* Wm. B. Campbell, *mgr. gen. advg. dept.;* Terry R. Rice, *natl. advg. mgr., rad.-tv;* Robert E. Kahl, *natl. advg. mgr., mdsg. & rsch.*

Advertising Agency:

YOUNG & RUBICAM, NY, George Dippy, *ae.*

TOTAL ADVG.: $9,182,438.

NET TV: $3,722,931.

SPOT TV: $1,483,500.

Bristol-Myers Co.

630 Fifth Ave., New York 20, N. Y.

Executives: Henry P. Bristol, *chmn., bd.;* Lee H. Bristol, *pres.;* Wm. M. Bristol, Jr., *exec. vp.*

Products Division: Robert B. Brown, *pres.;* E. Lloyd Bernegger, *exec. vp-sls. mgr.;* W. M. Bristol III, *admin. vp;* Donald S. Frost, *vp, advg.;* J. J. Clarey, Jr., *vp, product development;* Edward Gelsthorpe, *d. mdsg.;* Richard K. Van Nostrand, *asst. advg. d.;* Roger C. Whitman, John P. Kennedy, John R. Cookson, Clayton J. Rohrbach, Michael K. Doherty & John H. Tyner, *advg. mgr.'s.;* John S. Morgan & John Nicholas, *asst. advg. mgr's;* Lee H. Bristol, Jr., *dir. publ. rel.*

Bristol Laboratories: Frederic N. Schwartz, *pres.;* Richard A. Anderson, *vice pres., sls.;* John J. Mulcahey, *dir. advg. & sls. prom.*

Advertising Agencies:

DOHERTY, CLIFFORD, STEERS & SHENFIELD, NY, Ammens powder, Ipana, Ipana Plus, Minit-Rub, Mum, Mum Mist, Vitalis. Harry M. Ireland & Joel F. Jacobs, *a supvr's.*

YOUNG & RUBICAM, NY, Bufferin, Sal Hepatica, Vitalis hair cream. J. B. Emory, *a supvr.;* Thomas Cox, *asst. a supvr.*

BATTEN, BARTON, DURSTINE & OSBORN, NY, Trushay lotion, Ban deodorant. Len Carey, *a supvr.*

RONALD ADVG., TORONTO, ONT., Canadian Advg.

TOTAL ADVG.: $25,000,000.

NETWORK TV: $15,000,000.

SPOT TV: $2,500,000.

Brown Shoe Co.

8300 Maryland Ave., St. Louis 24, Mo.

Executives: John A. Bush, *chmn., bd.;* Clark R. Gamble, *pres.;* E. R. McCarthy, *vice chmn., bd.;* A. C. Fleener, *vp, sls; divisional advg. mgrs*: Muriel Braeutigam, women's div.; Justin Damen, *children's, men's & Brown franchise div's;* June Nessien, *Life Stride div. & Naturalizer div.;* Frank Yerkes, *Robin Hood & United Men's div's;* Robert G. Stolz, *advg. & prom. mgr.* (at 1600 Washington Ave., St. Louis 3.)

Advertising Agency:

LEO BURNETT CO., CHICAGO.

SPOT TV: $383,050.

Brown & Williamson Tobacco Corp.

1600 W. Hill St., Louisville 1, Ky.

Executives: E. M. Lewis, *pres.;* W. S. Cutchins, *exec. vp;* J. G. Crume, *vp, advg.*

Advertising Agencies:

TED BATES & CO., NY, Viceroy & Kool cigarettes, Tube Rose snuff, A. M. Foster, *a supvr.*

KEYES, MADDEN & JONES, CHICAGO, Raleigh cigarettes & Sir Walter Raleigh smoking tobacco. E. D. Landis, *ae.*

ERWIN, WASEY, RUTHRAUFF & RYAN, CHICAGO, du Maurier cigarettes, J. E. Fleisch, *ae.*

TOTAL ADVG.: $17,594,864.

NET TV: $3,987,901.

SPOT TV: $11,288,620.

Buitoni Foods Corp.

So. Hackensack, N. J.

Executives: Giovanni Buitoni, *pres.;* Joseph D'Avi, *sls. mgr.;* E. de Lancellotti, *advg. & prom. mgr.*

Advertising Agency:

ALBERT FRANK-GUENTHER LAW, NY, Robert W. Day, *ae.* (macaroni products & frozen Italian foods).

SPOT TV: $622,460 (1956).

Bulova Watch Co.

Bulova Park, Flushing 70, N. Y.

Executives: Arde Bulova, *chmn.;* John H. Ballard, *pres.;* Samuel P. Epstein, *exec. vp;* Emanuel Hochman, *vp., sls.;* Stanley Simon, Emil E. Fachon, Joseph Kane, David C. Stambaugh, S. C. Gershey, *vp's;* James V. Barton, *advg. mgr.;* Haskell C. Titchell, *publicity.*

Advertising Agencies:

McCANN-ERICKSON, NY, watches.

MARSCHALK & PRATT (div. of McCann-Erickson), electric razors.

TOTAL ADVG.: $5,781,334.

NET TV: $1,472,384.

SPOT TV: $4,298,650.

Burgermeister Brewing Corp.

470 10th St., San Francisco 3, Calif.

Executives: H. E. Picard, *pres. & gen. mgr.;* Fred W. Lurmann, *exec. vp;* W. D. McAfee, *gen. sls. mgr.;* Les Mullins, *advg. mgr.*

Advertising Agency:

BBDO, SAN FRANCISCO, Betty Snare, *tb.*

SPOT TV: $663,080.

Campbell Soup Co.

Camden, N. J.

Executives: O. G. Willits, *chmn. bd.;* W. B. Murphy, *pres.;* F. E. Robb, *exec. vp;* O. H. Curry, *vp adm. planning;* V. A. Glidden, *vp. plant mgr.* Camden; J. M. Hoerle, *vp, asst. to pres.* (*cap. impr.*); J. A. McGlinn, Jr., *vp mktg.;* D. M. Mounce, *vp prod.;* W. B. Nixon, *vp sls. and genl. sls. mgr.;* A Pifko, *vp plant mgr.* Chicago; P. W. Souder, *vp rsrch. & dvlpmnt.;* J. P. Sticht, *vp intl. optns.;* G. C. Swanson, *vp;* H. Tom, *vp purch.;* E. M. Nuckols, Jr., *sec. and genl. counsel;* A. B. Heilig, *treas.;* C. R. Stegmaier, *compt.;* J. T. Dorrance, Jr., *asst. to pres.* (*pres. Campbell Soup Fund*); W. H. Stanton, *gen. mgr.* Canada; J. P. Shenfield, *dir. product mktg.;* H. G. Scowcroft, *dir. mktg. dvlpmnt.;* R. M. Budd, *dir. advg.;* J. F. Merriman, *mgr. mktg. rsrch.;* H. M. Stevens, *product mktg. mgr., heat processed soups;* W. P. MacFarland, *product advg. mgr., heat processed soups;* E. A. Vassallo, *product mktg. mgr., pork & beans, V-8, tomato juice, Swanson heat processed products;* T. M. Guilfoyle, *product advg. mgr., pork & beans, V-8, tomato juice, Swanson heat processed products;* M. C. Pollock, *product mktg. mgr. frozen products;* R. D. Cords, *product adv, mgr., frozen products;* K. L. Horstmyer *product mktg. mgr.* Franco-American *products;* W. B. Hackenberg, *gen. prom. mgr.;* H. C. Sanner, *sls. mgr., heat processed soups;* F. H. McGuiness, *sales mgr., frozen foods;* C. J. McNutt, *asst. to gen. sls. mgr.;* S. W. Cobourn, *mgr. inst. sls.;* R. L. Baird, *adv. mgr.* Canada; F. H. Mount, *dir. mktg.* Canada; G. Strawbridge, *dir. pub. rel.*

Advertising Agencies:

BBDO, NY, heat processed soups.

LEO BURNETT CO., CHICAGO, tomato juice, frozen soups, Franco-American products.
NEEDHAM, LOUIS & BRORBY, CHICAGO, pork & beans, V-8.
TATHAM-LAIRD, CHICAGO, Swanson's heat processed products & frozen foods.
GREY ADVERTISING, NY, Campbell Kids.
ROBERT OTTO & CO., NY, export advg.
TOTAL ADVG.: $20,000,000.
NET TV: $4,415,970.
SPOT TV: $1,196,340.

Carling Brewing Co.

9400 Quincy Ave., Cleveland 6, O.

Executives: Edward P. Taylor, *chmn.;* Ian R. Dowie, *pres.;* R. C. Garretson, *vice pres. advg.;* H. J. Seemann, R. J. Tait, R. J. Thomas, *rgnl. advg. mgrs.;* D. J. Dittmann, *sls. prom. mgr.*

Advertising Agencies:
BENTON & BOWLES, NY, Red Cap ale.
LANG, FISHER & STASHOWER, CLEVELAND, Black Label beer. G. C. McKelvey, *tb.*
EDWARD H. WEISS & CO., CHICAGO, Stag beer.
WINIUS-BRANDON, ST. LOUIS, Black Label beer in St. Louis area.
LILLER, NEAL & BATTLE, ATLANTA, Black Label beer in southwest.
HAROLD CABOT & CO., BOSTON, Black Label beer in New England.
AITKIN-KYNETT CO., PHILADELPHIA, Black Label beer in mid-atlantic area.
TOTAL ADVG.: $5,000,000.
SPOT TV: $2,400,000.

Canada Dry Ginger Ale, Inc.

100 Park Ave., New York 17, N. Y.

Executives: R. W. Moore, Jr., *pres.;* R. O. Nims, *dir. mktg.;* J. W. Ellis, *sls. mgr.;* W. S. Brown, *advg.;* F. E. Bensen, Jr., *advg. mgr.*

Advertising Agency:
J. M. MATHES, INC., NY, Mrs. Edna Cathcart, *tb.*
SPOT TV: $340,000.

Carnation Co.

5045 Wilshire Blvd., Los Angeles 36, Calif.

Executives: A. M. Ghormley, *pres.;* Ralph R. Brubaker, *vp chg. grocery product sls.;* Paul H. Willis, *vp chg. advg.;* Henry C. Arnest, *asst. vp grocery product sls.;* Mark A. Matthews, *asst. vp fresh milk & ice cream;* Ralph F. Murphy, *merchandising mgr., frozen-foods div.;* D. H. Arvold, *gen. advg. mgr., cereals, pet foods & feed;* Robert J. Davis, Jr., *assoc. advg. mgr., frozen-foods division;* D. K. McCourt, *advg. mgr., fresh milk & ice cream;* L. R. Johnson, *assoc. advg. mgr., cereals,* G. Albert Honold, *advg. mgr., Friskies pet foods;* H. M. Shackelford, *advg. mgr. instant products;* H. R. Chamberlin, *associate advg. mgr. evaporated milk;* G. S. Thompson, *admin. asst. advg. mgr.*

Advertising Agency:
ERWIN WASEY RUTHRAUFF & RYAN, INC., LOS ANGELES, Norman Best, *vp. & a supvr.;* Melvin Smith, *vp. & a supvr.;* June Kirkpatrick, Roland Gallman & Muriel Bullis, *tb's.*
TOTAL ADVG.: $7,800,975.
NET TV: $1,749,928.
SPOT TV: $1,092,135.

Carter Products, Inc.

2 Park Ave., New York 16, N. Y.

Executives: H. H. Hoyt, *pres.;* Philip Richardson, *vp chg. sales & advg.;* H. H. Hoyt, Jr., *ass't to vp chg. sales & advg.;* C. W. Davies, *gen. sales mgr.;* John B. Erickson, *products dir., Arrid cream deodorant, Arrid Men's spray deodorant, Arrid Whirl-In deodorant, Nair depilatory, Rise shave cream;* John L. Sullivan, *media dir.*

Advertising Agencies:
TED BATES & CO., NY, W. A. O. Gross, *ae.* Arrid Men's spray deodorant, Carter's Little Liver Pills, Nair depilatory. Gregg Sullivan, *tb.*
SULLIVAN, STAUFFER, COLWELL & BAYLES, NY. Barrett Welch, *ae.* Arrid cream deodorant, Rise Push-Button shave, Steve Suren, *tb.*
KASTOR, FARRELL, CHESLEY & CLIFFORD, NY. Colonaid Laxative, Beryl Seidenberg, *tb.*
J. WALTER THOMPSON, NY. export advg.
DANCER-FITZGERALD-SAMPLE, NY. Arrid Whirl-In deodorant, Walter Teitz, *tb.*
TOTAL ADVG.: $6,700,600.
NET TV: $802,150.
SPOT TV: $4,535,210.

Chesebrough-Ponds, Inc.

485 Lexington Ave., New York 17, N. Y.

Executives: Arthur B. Richardson, *chmn.;* Jerome A. Straka, *pres.;* R. Fuller, *vice pres.;* E. Lane, *vice pres. sls.;* Albert B. Richardson, *vice pres., advg.;* F. J. McGroarty, *secy.;* W. Watson, *treas.;* E. F. Weigand, *mdsg. dir.;* Frank Orr, *gen. sls. mgr.;* Eugene J. Reilly, *advg. mgr., Vaseline products;* Wm. M. Cook, Jr., *advg. mgr., Pond's products;* C. S. M. Quigley, *Int. advg.;* H. Thompson, *ass't. int. advg. mgr.*

Advertising Agencies:
McCANN-ERICKSON, NY, Vaseline brand products. J. P. Schaffer, *ae.;* Wm. Willard, *tb.*
NOYES & SPROUL, NY, ethical advg.
J. WALTER THOMPSON, NY, Pond's products. J. Monsarrat, *ae.,* Peg McAulay, *tb.*
COMPTON ADVG., NY, Valcream hair cream. O. Chase, *ae.*
TOTAL ADVG.: $5,472,028.
NET TV: $1,718,344.
SPOT TV: $1,425,440.

Chrysler Corp.

341 Massachusetts Ave., Detroit 31, Mich.

Executives: L. L. Colbert, *pres.;* E. C. Row, *administrative vp;* W. C. Newberg, *group vp, automotive;* James Cope, *vp, corporate market planning;* C. L. Jacobson, *vp, dealer relations;* J. P. Mansfield, *vp, pres. Plymouth div.,* M. C. Patterson, *vp, pres. Dodge div.;* L. I. Woolson, *vp., pres., De Soto div.;* E. C. Quinn, *vp, pres., Chrysler div.;* R. E. Forbes, *corporate advgs.;* Ivy Lee & T. J. Ross, *pub. rels. counsels.*

Advertising Agencies:
BBDO, NY, De Soto div.
GRANT ADVERTISING, NY, Dodge passenger car div., Plymouth network tv programming, Airtemp div.
McCANN-ERICKSON, NY, Chrysler div.; Chrysler Corp. institutional; export div.
ROSS ROY, DETROIT, Dodge truck div.; Chrysler Corp. of Canada, Ltd.
N. W. AYER & SON, PHILADELPHIA, Plymouth div.; Chrysler Motors Corp.—MoPar.
ZIMMER. KELLER, CALVERT, INC., Marine & Industrial Engine div.
TOTAL ADVG.: $48.293,288.
NET TV: $18,198.264.
SPOT TV: $1,914,160.

Clinton Merchandising Corp. (Jim Clinton Clothing Stores)

Los Angeles.
Heavy regional spot user with budget concentrated in Los Angeles, Bakersfield & Fresno.
SPOT TV: $383,410.

Clorox Chemical Co.

850 42nd Ave., Oakland 1, Calif.

Executives: W. J. Roth, *pres.;* W. L. Wolford, *exec. vp;* Larry J. Barton, *vp;* Bernard F. Trimpe, *vp, sls.;* Neil Shaver, *advg. mgr.*

Advertising Agency:
HONIG-COOPER, SAN FRANCISCO, S. R. Hutton, *ae.*
TOTAL ADVG.: $3,279,629.
SPOT TV: $675,660.

Coca-Cola Co.

P. O. Box 1734, Atlanta 1, Ga.

Executives at New York (515 Madison Ave.): H. B. Nicholson, *chairman;* William E. Robinson, *pres.;* Curtis H. Gager, *exec. vice pres. chg. sales;* Felix W. Coste, *vp chg. mktg.* At Atlanta: E. D. Sledge, *vp. & advg. mgr.;* E. J. Forio, *vp chg. pub. rels.;* Harold Sharp, *vp chg. fountain sales;* C. W. Adams, *vp, bottle sales dept.*

Advertising Agency:
McCANN-ERICKSON, NY, Warren Stewart, *bdcst. superv.*
TOTAL ADVG.: $14,032,757.
NET TV: $3,012,362.
SPOT TV: $3,500,000.

Colgate-Palmolive Co.

300 Park Ave., New York 22, N. Y.

Executives: Edward H. Little, *bd. chmn., chf. exec. & pres.;* Ralph A. Hart, *exec. vp. —Colgate-Palmolive International.*

Advertising: Spencer C. Valmy, *dir., pub. rels.;* T. S. Carroll, *mktg. mgr., household prod. div.;* S. L. Frey, *media dir.;* A. B. Nelson, *ass't media dir.;* G. T. Laboda, *rad.-tv dir.;* K. B. Arrington, T. J. Hennon, R. M. Colgate, D. W. Ross, S. Rulon-Miller, *brnd. advg. mgr.'s;* J. B. Ensign, *advg. dept.;* F. J. Fucito, *advg. dept.;* E. G. McDermott, *advg. dept.;* H. R. Meeker, *advg. prod. mgr.;* J. V. Sbrigata, *ass't. advg. prod. mgr.*

Advertising Agencies:
BRYAN HOUSTON, NY, Cashmere products. R. J. Keegan, *ae.*
TED BATES & CO., NY, Palmolive products, Colgate toothpaste, Fab detergent, Octagon soap products. R. Montgelas, *a supvr.;* C. P. Dixon, R. C. Bradley, H. G. Drake, D. Moore, *ae's.*
LENNEN & NEWELL, NY, Ad detergent, Lustre Creme prod's, Vel & Vel liquid detergent, Colgate deodorant soap. Gordon Cates, *a supvr.;* K. J. White, S. M. Kenyon, H. W. Lowe, H. Jacobson, *ae.'s.*
JOHN W. SHAW ADVG., CHICAGO, Colgate shave creams. W. A. Ries, *ae.*
CARL S. BROWN CO., NY, Halo shampoo, Vel soap. E. B. Baker, *ae.*
STREET & FINNEY, NY, Florient Aerosol air deodorant, Kan Kill insecticide. W. G. Johnston, *ae.*

NORMAN, CRAIG & KUMMEL, NY, Veto deodorant. W. Fales, *ae.*
CUNNINGHAM & WALSH, NY, Super Suds, Pruf, Brisk toothpaste.
CHARLES W. HOYT, NY, Kirkman prod.'s. R. H. Dingwall, *ae.*
TOTAL ADVG.: $44,480,906.
NET TV: $19,880,282.
SPOT TV: $7,314,700.

Columbia Broadcasting System

(See network listing.)
TOTAL ADVG.: $3,154,625.
NET TV: $1,137,820.
SPOT TV: $528,580.

Continental Baking Co.

630 5th Ave., New York 20.
Executives: R. K. Stritzinger, *chairman;* R. Newton Laughlin, *pres.;* Cedric Seaman, *vp, sales;* E. C. Baum, *vp, cake sales;* Lee Mack Marshall, *advg. mgr.*
Advertising Agency:
TED BATES & CO., NY, Martin Murphy, *media super.;* Wm. Warner, *tb.*
TOTAL ADVG.: $12,000,000.
NET TV: $1,000,000.
SPOT TV: $5,732,480.

Continental Oil Co.

P. O. Box 2197, Houston 1, Tex.
Executives: L. F. McCollum, *pres.;* C. A. Perlitz Jr., *exec. vice pres.;* Harry J. Kennedy, *vp, mktg;* G. M. Sullivan. *gen. mgr.; mktg.;* E. A. Williford, *ass't gen. mgr.;* Melvin S. Hattwick, *dir. advg.;* W. A. Morgan, *advg. mgr.;* J. J. Nemeth, *sales prom. mgr.*
Advertising Agency:
BENTON & BOWLES, NY, J. R. Reeder, *ae.;* Milton Kiebler, *media dir.*
TOTAL ADVG.: $3,500,000.
SPOT TV: $720,000.

Corn Products Refining Co.

17 Battery Place, New York 4, N. Y.
Executives: Wm. T. Brady, *pres.;* A. N. McFarlane, *gen. sls. mgr.;* Wm. E. Hecht, *advg. mgr.*
Advertising Agencies:
C. L. MILLER CO., NY, Mazola oil, Karo syrup, Niagara instant starch, Linit starch.
DONAHUE & COE, NY, Bosco, Kasco dog food.
TOTAL ADVG.: $6,000,000.
NET TV: $800,000.
SPOT TV: $2,849,350.

Coty, Inc.

423 W. 55th St., New York 19, N. Y.
Executives: Grover A. Whalen, *chmn. bd.;* Philip Cortney, *pres.;* Jean Despres, *exec. vp & sls. d;* Wm. F. Siegel, *advg. d.*
Advertising Agency:
BBDO, NY.
SPOT TV: $1,500,000.

Cream of Wheat Corp.

730 Stinson Blvd., Minneapolis 13, Minn.
Executives: Daniel F. Bull, *pres., gen. mgr. & advg. mgr.;* G. Barnard Clifford, *treas. & gen. sales mgr.*
Advertising Agencies:
BBDO, MINNEAPOLIS, Bobb Chaney, *ae.*
ROBERT OTTO & CO., NY, export advg.
SPOT TV: $750,300.

Democratic Party

Advertising Agency:
NORMAN, CRAIG & KUMMEL, NY, Spot tv expenditure, 1956 election, $453,260.

Dormin, Inc.

150 E. 43rd St., New York 17.
Executives: Wm. Pannett Morrison, *pres.;* Emil Busching, *vp, sls.*
Advertising Agency:
HARRY B. COHEN ADVERTISING, NY, Paradorm & Dormin sleeping capsules.
SPOT TV: $762,720.

Drackett Co.

5020 Spring Grove Ave., Cincinnati, 32, O.
Executives: Roger Drackett, *pres.;* D. G. DeVore, Jr., *vice pres., advg.;* W. D. Peters, *vp sls.*
Advertising Agencies:
YOUNG & RUBICAM, NY, Drano & Windex. Kent Dennan, *ae;* Bill Dollard, *tb.*
RALPH H. JONES CO., CINCINNATI, Dazy & Twinkle. S. C. Kendrick, Paul D. Myers, *ae's.*
YOUNG & RUBICAM, LTD., TORONTO, Canadian advg.
SPOT TV: $493,910.

Drewrys, Ltd., U. S. A., Inc.

1408 Elwood Ave., South Bend 24, Ind.
Executives: Carlton S. Smith, *chairman;* Rudy A. Moritz, *pres.;* Richard Schoenenberger, *dir. sales;* Robert O'Brien, *sales mgr.;* Leslie D. Fairbairn, *advg. mgr.*
Advertising Agency:
MacFARLAND, AVEYARD, CHICAGO. Beverly Hicks, *tb.*
TOTAL ADVG.: $1,717,500.
SPOT TV: $352,782.

Dr. Pepper Co.

5523 E. Mockingbird Lane, Dallas 2, Tex.
Executives: J. B. O'Hara, *chairman;* L. M. Green, *pres.;* Wesby R. Parker, *exec. vp;* W. W. Clements, *vp, mktg.;* Robert L. Stone, *sales mgr.;* Leonard Andrews, *dir. advg.;* John C. Simmons, *national advg. mgr.;* Pat Barry, *ass't. advg. mgr.;* Harry E. Ellis, *dir., pub. rels.*
Advertising Agency:
GRANT ADVERTISING, CHICAGO. Fred Norman, *tb.*
TOTAL ADVG.: $1,183,000.
SPOT TV: $425,000.

Duncan Coffee Co.

1200 Carr St., Houston, Texas.
Executives: H. M. Duncan, *pres.;* C. W. Duncan, *vp;* L. J. Bland, *sec'y., treas. & dir., sls.*
Advertising Agency:
TRACY-LOCKE CO., DALLAS, Clay W. Stephenson, *ae.*
SPOT TV: $700,210.

E. I. du Pont de Nemours & Co., Inc.

Wilmington, Del.
Executives: F. A. C. Wardenburg, *dir. advg.;* E. J. Pechin, *ass't dir., advg.;* F. L. Dewey, *div. mgr., tv & rsch.;* C. E. Crowley, *mgr., gen. company tv.*
Advertising Agencies:
BBDO, NY, New Car wax, Zerone & Zerex anti-freezes, textile fibers.
N. W. AYER & SON, PHILADELPHIA, paints.
TOTAL ADVG.: $11,600,019.
NET TV: $1,404,990.
SPOT TV: $942,180.

Duquesne Brewing Co.

S. 22nd & Mary Sts., Pittsburgh 3, Pa.
Executives: L. F. Koenig, *chairman;* John A. Friday Jr., *pres.;* J. A. Bishop, *gen. sales mgr.;* V. I. Maitland, *dir. advg. & pub. rels.*
Advertising Agency:
VIC MAITLAND & ASSOC., PITTSBURGH, V. I. Maitland, *ae.*
TOTAL ADVG.: $1,198,505.
SPOT TV: $250,000.

Emerson Drug Co. (a division of Warner-Lambert)

Bromo-Seltzer Tower Bldg., Baltimore 1, Md.
Executives: Francis H. McAdoo, Jr., *pres.;* Kirk L. Billings, *vice pres., advg.;* R. J. Golden, *gen. sls. mgr.;* J. G. Boehling, Jr., *ass't. to vp, advg.*
Advertising Agency:
LENNEN & NEWELL, NY, Jean Jaffe, *tb.*
SPOT TV: $500,000.

Esso Standard Oil Co.

15 W. 51st St., New York 19.
Executives: Stanley C. Hope, *dir. & pres.;* Wm. Naden, *exec. vp;* B. H. Scholl, B. L. Ray, G. W. Poorman, O. U. Tracy, *dir's & vp's;* H. J. Voorhies, *vp;* H. A. Koechling, *dir.;* B. F. Meglaughlin, *pub. rel. mgr.;* Robert M. Gray, *advg. mgr.;* Vernon G. Carrier & Wm. N. Farlie, *ass't. advg. mgr's;* D. E. Damon, *mgr., sls. prom. div.*
Advertising Agency:
McCANN-ERICKSON, NY.
SPOT TV: $2,000,000.

Max Factor & Co.

1665 No. McCadden Pl., P. O. Box 2323, Hollywood 28, Calif.
Executives: Maurice R. Chez, *pres. chg. sls.;* K. D. Caldwell, *vice pres., advg.;* R. H. Schafhausen, *advg. mgr.;* Judge Smith, *sls. pro. mgr.*
Advertising Agency:
DOYLE DANE BERNBACH, LOS ANGELES, cosmetics, lipstick.
TOTAL ADVG.: $4,395,415.
NET TV: $421,015.
SPOT TV: $3,181,730.

Falstaff Brewing Corp.

5050 Oakland Ave., St. Louis 10, Mo.
Executives: Alvin Griesedieck, *chairman bd.;* Joseph Griesedieck, *pres.;* Harvey Befa, *exec. vp. & gen. mgr.;* Karl K. Vollmer, *vp & dir. mktg.;* Alvin Griesedieck Jr., *advg. dir.;* R. Bruce Wightman, *gen. sales mgr.*
Advertising Agency:
DANCER-FITZGERALD-SAMPLE, NY, S. J. Hamilton, *a. supervisor.* Frank Howlett, *tb.*
TOTAL ADVG.: $3,894,448.
NET TV: $665,922.
SPOT TV: $1,300,000.

Florida Citrus Commission

Lakeland, Fla.
Executives: Key Scales, Jr., *commission chmn.;* Homer E. Hooks. *advertising com-*

mittee: J. R. Graves, *chmn.*, & Bruce W. Skinner, Herschell Sorrells, Thomas B. Swann, Marvin Walker; J. Dan Wright, Jr.; Frank D. Arn, *dir., advg. & mdsg.*; Ralph M. Henry, *mdsg. mgr.*; John E. O'Reilly, *prod. mgr.*; Walter J. Page, *dir., pub. rel.*; Ted L. Hodson, *mgr. special prom.*

Advertising Agencies:
BENTON & BOWLES, NY, Atherton W. Hobler, *ad.*; Harry B. Warren, *vp.*, Lakeland office; Russell O'Brien, *vp., ad. z, processed fruits*; Robert L. Nicholas, *ae.*, fresh fruits.
DUDLEY-ANDERSON-YUTZY, consumer food publicity; Kate Titus, *ae.*
NOYES & SPROOL, NY, ethical advertising; Dorothy Noys, *ae.*
TOTAL ADVG.: $3,000,000.
SPOT TV: $1,972,450.

J. A. Folger & Co.
101 Howard St., San Francisco 5, Calif.

Executives: J. A. Folger, *pres.*; Peter Folger, *exec. vp.*; J. L. Moore, *vp, sales*; Robert F. Sowell, *advg. mgr.*

Advertising Agency:
BROOKE, SMITH, FRENCH & DORRANCE, SAN FRANCISCO, Folger's instant coffee.

J. A. Folger & Co.
330 W. 8th St., Kansas City 6, Mo.

Executives: R. E. Atha, *pres.*; J. S. Atha, *vp & advg. dir.*; Linton Bagley, *ass't sec. & advg. mgr.*

Advertising Agency:
CUNNINGHAM & WALSH, NY. Manuel Klein, *tb.*
SPOT TV: $1,673,500.
(Expenditures are totals for both Folger Co.'s)

Ford Motor Co.
The American Road, Dearborn, Mich.

Executives: Henry Ford II, *pres.*; Ernest R. Breech, *chmn., bd.*; Charles F. Moore, Jr., *vp, pub. rel. & advg.*; Leo C. Beebe, *gen. advg. & sls. prom. mgr.*; Edward E. Rothman, *dir., prod. advg. & sls. prom.*; Ben R. Donaldson, *d., institutional advg.*; Theodore H. Mecke, Jr., *gen. pub. rel. mgr.*; Earl Newson & Co., *pub. rel.*

Ford Div.: James O. Wright, *vp & gen. mgr.*; Charles R. Beacham, *vp & ass't. gen. mgr.*; Walter J. Cooper, *gen. sls. mgr.*; Chase Morsey, Jr., *car mktg. mgr.*; L. A. Iacocca, *truck mgtg. mgr.*; J. R. Bowers, *car advg. mgr.*; F. J. McGinnis, *truck advg. mgr.*

Edsel Div.: R. E. Krafve, *vp & gen. mgr.*; J. C. Doyle, *gen. sls. & mktg. mgr.*; R. F. G. Copeland, *ass't. gen. sls. mgr., advg., sls. prom. & training*; Eldon E. Fox, *advg. mgr.*; Walter L. Thomas, *sls. prom. mgr.*

Lincoln & Mercury Div.'s.: James J. Nance, *vp & gen. mgr.*; Ben D. Mills, *vp & ass't gen. mgr.*; J. E. Bayne, *gen. sls. mgr.*; R. R. Nadal, *Lincoln mktg. mgr.*; C. E. Bowie, *gen. mktg. sls. mgr. (Mercury)*; R. J. Fisher, *Mercury mktg. mgr.*; J. C. Turnacliff, *mgr. Lincoln sls. prom. & training*; G. O. Hackett, *mgr., Mercury sls. prom.*

Ford Tractor & Implement Div.: Merritt D. Hill, *gen. mgr.*; Edgar H. Woods, *gen. sls. mgr.*; James F. Pedder, *ass't gen. sls. mgr.*; L. E. Birger, *mgr., advg. dept.*; R. B. Williams, *sls. prom. mgr.*

Advertising Agencies:
J. WALTER THOMPSON, DETROIT, Ford div., John McQuigg, *vp, Detroit office.* H. M. Jackson, *vice pres. in chg. all Ford accounts.*
KENYON & ECKHARDT, DETROIT, institutional advg., Lincoln & Mercury div's. C. M. White, D. J. Gillespie, W. G. Martin, R. T. O'Reilly, *ae's.*
YOUNG & RUBICAM, DETROIT, Lincoln & Mercury div's. Aldis P. Butler, *vice pres., Detroit office*; W. C. Chamberlain, *vp., in charge of all Lincoln accounts.*
FOOTE, CONE & BELDING, DETROIT, Edsel div. Chas. Winston, *vp, Detroit office*; Bruce Miller, A. Remington, *ae's.*
MELDRUM & FEWSMITH, BIRMINGHAM, MICH., tractor & implement div.; W. H. Stone, *ae.*
TOTAL ADVG.: $56,699,000.
NET TV: $10,300,000.
SPOT TV: $3,332,620.

Foremost Dairies, Inc.
425 Battery, San Francisco 11, Calif.

Executives: Paul E. Reinhold, *chmn.*; Grover D. Turnbow, *pres.*; P. Reid Oliver, *exec. vice pres.*; E. L. Volkwein, *vp advg.*

Advertising Agency:
BBDO, SAN FRANCISCO.
SPOT TV: $510,510.

Frito Co.
Exchange Bank Bldg., Dallas 35, Texas.

Executives: C. E. Doolin, *pres. & gen. mgr.*; John D. Williamson, *exec. vp*; F. Tannery, *sr. vp*; John R. McCarty, *vp, sls., advg. & pub. rel.*; Harry M. Tunstall, *gen. sls. mgr.*; Bill R. Jones, *advg. mgr.*; Charles H. Murphy, *mdsg. mgr.*

Advertising Agencies:
TRACY-LOCKE, DALLAS, Paul Girard, *tb.*
ERWIN, WASEY, RUTHRAUFF & RYAN, LOS ANGELES, James McTigbe, *ae, western advg.*; Holly Shively, *tb.*
TOTAL ADVG.: $751,120.
SPOT TV: $380,000.

G. H. P. Cigar Co.
647 5th Ave., New York 22.

Executives: Sol Bornstein, *pres.*; John J. Houlihan, *sec. & treas.*

Advertising Agency:
COMPTON ADVG., NY, G. Hay, *tb.*
SPOT TV: $435,780.

E. & J. Gallo Winery
Modesto, Calif.

Executives: Ernest Gallo, *pres.*; Julio Gallo, *exec. vp*; Jon B. Shastid, *vp, treas.*; Charles M. Crawford, *vp & sec.*; A. P. Fenderson, *vp sls.*; Howard E. Williams, *vp mktg.*

Advertising Agency:
DOYLE DANE BERNBACH, NY, Montgomery McKinney, *ae* (Los Angeles office); Jan Stearns, *tb.*
TOTAL ADVG.: $1,183,877.
SPOT TV: $1,130,820.

General Baking Co.
420 Lexington Ave., New York 17.

Executives: R. J. Hug, *pres.*; Stuart M. Lenz, *vp*; J. Frank Weir, F. W. Paynter, *vp's*; A. Waldron Stone, *advg. dir.*

Advertising Agencies:
BBDO, NY, all areas except Spartanburg. Trow Elliman, *tb.*
HENDERSON ADVG., GREENVILLE, S. C., Spartanburg operation advg.
SPOT TV: $526,510.

General Cigar Co.
485 Lexington Ave., New York 17.

Executives: Julius Strauss, *pres.*; Philip L. Bondy, *vp, sales & advg.*; G. B. Reichart, *advg. mgr.*

Advertising Agency:
YOUNG & RUBICAM, NY, White Owls, Robert Burns, Robert Burns Cigarillos, William Penn, Van Dyck. Alexander Kroll & B. Pagenstecher, *ae's.* George Hoffman, *tb.*
SPOT TV: $584,270.

General Electric Co.
570 Lexington Ave., New York 22.

Executives: Ralph J. Cordiner, *pres.*; J. S. Parker, *vice pres.—public & employe relations* (Syracuse, N. Y.); G. H. Floyd, *mgr., advg. & sls. prom., communications prod. dept.*; C. S. Ross, *advg. & sls. prom., closed circuit tv technical prod's*; (Syracuse); W. A. Babcock, *mgr., advg. & sls. prom., tube dept.*, Schenectady, N. Y.; R. D. Kennedy, *advg. & sls. prom. receiving dept.*, Owensboro, N. Y.; C. M. Donnelly, *mgr. advg. & sls. prom, specialty electronics components dept*; Auburn, N. Y.

Advertising Agencies:
BBDO, NY, GE Schenectady, Ted Wallower, Al Copeland, *tb's.*
MAXON, INC., NY, radio receivers. E. Wilhelm, *d, rad. & tv.*
YOUNG & RUBICAM, NY, appliance and tv receivers & GE Supply Co. Tom Lynch, *tb.*
TOTAL ADVG.: $38,937,745.
NET TV: $8,106,204.
SPOT TV: $1,345,890.

General Foods Corp.
250 No. St., White Plains, N. Y.

Executives: C. G. Mortimer, *pres.*; G. Hampton, *exec. vp*; R. H. Bennett, *vp*; H. M. Cleaves, *vp, Jell-O div. gen. mgr.*; C. W. Cook, *vp., Maxwell House*; J. P. Delafield, *vp, sls. & customer services*; E. W. Ebel, *vp, advg. services.*

Advertising service dept.: E. W. Ebel, *advg. services*; C. A. Wiggins, *special ass't. policy & procedure*; G. S. Brady, *dir. mktg. & advg. rsrch.*; W. P. Brown, *dir. advg. services*; H. A. Dingwall, *dir., broadcast services.*

Advertising Agencies:
FOOTE, CONE & BELDING, Kool-Aid, Good Seasons, Kool-Shave, Perkins lemonade.
BENTON & BOWLES, NY, Institutional products div., Maxwell div., Post cereals div.
YOUNG & RUBICAM, NY, Birds Eye div., Bireley's div., Electricooker div., Jell-O div., including Baker's products.
BAKER ADVG., TORONTO, Jell-O gelatin & puddings & pie fillings; GF coffees, Baker's products.
McCONNELL, EASTMAN & CO., LTD., TORONTO, Gaines dog food, Minute rice, some cereals, Kool-Aid Good Seasons & Kool-Aid.
TOTAL ADVG.: $41,761,075.
NET TV: $15,688,789.
SPOT TV: $9,415,940.

General Motors Corp.
General Motors Bldg., Detroit 2, Mich.

Executives: Alfred P. Sloan, Jr., *honorary*

chmn.; Albert Bradley, *chmn.*; Harlow F. Curtice, *pres.*; Louis C. Goad, *exec. vp*; W. F. Hufstader, *vp., distribution*; H. E. Crawford, *dir. sls. & advg.*; A. G. DeLorenzo, *vp, pub. rel.*

Advertising Agencies:
CAMPBELL-EWALD, DETROIT, Chevrolet, Delco, Delco-Remy, Packard Electric, United Motors, Delco Radio, Moraine products, GM Acceptance Corp.
MacMANNUS, JOHN & ADAMS, BLOOMFIELD HILLS, MICH., Pontiac & Cadillac.
D. P. BROTHER, INC., DETROIT, Oldsmobile, AC Spark Plug, Guide Lamp, Harrison Radiator, Hyatt Bearings, New Departure, Rochester products, Saginaw Steering Gear.
GEYER ADVG., DAYTON, O., Inland.
ED WOLFF & ASSOC., ROCHESTER, Delco appliances.
RICHARD T. BRANDT, INC., CLEVELAND, Euclid div.
KIRCHER, HELTON & COLLETT, DAYTON, Frigidaire air conditioning & commercial equipment.
PRICE, TANNER & WILLOX, SAGINAW, MICH., Central Foundry div.
MARSTELLER, RICKARD, BEGHARDT & REED, CHICAGO, Electro-Motive div.
TOTAL ADVG.: $126,000,000.
NET TV: $14,077,573.
SPOT TV: $3,487,860.

General Tire & Rubber Co.

1708 Englewood Ave., Akron 9, O.

Executives: Wm. O'Neil, *pres.*; M. G. O'Neil, *exec. ass't. to pres.*; L. A. McQueen, *vp chg. sls.*; Ralph H. Harrington, *advg. dir., all div all prod.*; John G. Ragsdale, *advg. mgr.*; Kenneth W. Dight, *sls. prom. mgr.*; Edward B. Butler, *dir. pub. rel.*

Advertising Agency:
D'ARCY ADVG., CLEVELAND, S. P. Seward, *ae.*
TOTAL ADVG.: $4,178,249.
SPOT TV: $395,860.

Gillette Co.

Gillette Park, Boston 6, Mass.

Executives: J. P. Spang, Jr., *chmn. bd.*; Carl J. Gilbert, *pres.*; R. N. W. Harris, *vp. & pres., Toni div.*; Boone Gross, *vp. & pres.*, Gillette safety razor div.; Also Gillette razor div.: Howard Gambrill, Jr., *vp*; A. Craig Smith, *vp, advg.*; Vincent C. Ziegler, *vp, sls.*; P. F. Albi, *exec. ass't. to vp sls.*; R. S. Perry, *vice pres., dir. mkt. rsch.*; J. J. Lambert, *ass't. advg. mgr.*; Paul F. Burns, *sls. pro. mgr.*

Advertising Agency:
MAXSON, INC., NY, Searle Hendee, *ae.*
TOTAL ADVG.: $21,055,079.
NET TV: $15,257,871.
SPOT TV: $1,782,860.

Glamorene Inc.

175 Eutin Rd., Clifton, N. J.

Executives: Clayton B. Hulsh, *pres.*; Jerold J. Hulsh, *vp., sls.*; Arnold A. Copeland, *dir., sls.*; Mort Reiner, *tb.*; Maxwell Silverstein, *advg. mgr.*

Advertising Agency:
PRODUCT SERVICES, CLIFTON.
SPOT TV: $2,000,000.

M. K. Goetz Brewing Co.

601 Albemarle St., St. Joseph, Mo.

Executives: R. P. Jornayvaz, Sr., *chmn.*; M. Karl Goetz, *pres.*; Wm. L. Hegarty, *vp. chg. prod.*; J. D. Porter, Jr., *vp., sls.*; Kansas City plant; F. L. Goetz, Jr., *vp. chg sls.*; J. Alison, Jr., *sls. mgr., beer*; F. E. Lucas, *ass't. sls. mgr.*; R. P. Jornayvaz, Jr., *advg. mgr.*

Advertising Agency:
COMPTON ADVG., CHICAGO.
SPOT TV: $367,040.

Gold Seal Co.

Bismarck, N. D.

Executives: Harold Schafer, *pres.*; T. S. Kleppe, *vp & treas.*; Leo G. Dinesen, *national sales mgr.*

Advertising Agency:
CAMPBELL-MITHUN, MINNEAPOLIS. Evon Prose, *tb.*
TOTAL ADVG.: $2,500,000.
NET TV: $1,900,000.
SPOT TV: $600,000.

Great A. & P. Tea Co.

420 Lexington Ave., New York 17.

Executives: Ralph W. Burger, *pres.*; S. W. Shea, *dir. sales, mdsg. & marketing.*

Advertising Agency:
PARIS & PEART, NY. Weymouth M. Symmes, *tb.*
TOTAL ADVG.: $3,436,497.
SPOT TV: $1,000,000.

Greyhound Corp.

2600 Board of Trade Bldg., Chicago.

Executives: Orville S. Caeser, *chmn.*; Arthur S. Genet, *pres.*; L. H. Ristow, *vp.; traffic*; Edgar A. Jones, *ass't. to pres.*

Advertising Agency:
GREY ADVERTISING, NY.
TOTAL ADVG.: $2,726,937.
SPOT TV: $639,470.

Grocery Store Products Co.

Adam & Union Sts., West Chester, Pa.

Executives: J. S. Ross, *pres.*; D. N. Givler, *exec. vp*; Frank L. Lamarche, *vp sls.*; F. B. Rhodes, *advg. mgr.*

Advertising Agencies:
TED BATES, NY, Kitchen Bouquet Cream of Rice, Broiled-in-Butter mushrooms. Charles Valentine, *tb.*
CLINTON E. FRANK, INC., CHICAGO, Foulds macaroni. Helen Davis, *tb.*
SPOT TV: $564,550.

Grove Laboratories, Inc.

8877 Ladue Rd., St. Louis 24, Mo.

Executives: J. H. Grove, *pres.*; Laurence A. Smith, *1st vp*; Gene K. Foss, *mktg. vp*; Art Bland, *vp*; Max Sisk, *sls. mgr.*; R. W. Testement, *advg. mgr.*; James F. Blair, *mdsg. mgr.*

Advertising Agencies:
HARRY B. COHEN ADVG., NY, Antomine, Grove's chill tonic, Dr. Porter's antiseptic oil; 4-Way cold tablets; Pazo ointment; Pfunder's antacid tablets, Fitch dandruff remover, Fitch Ideal hair tonic; Fitch rose hair dressing & hair oils. Beth Black, *tb.*
GARDNER ADVG. CO., ST. LOUIS, Bromo Quinine cold tablets.
DOWD, REDFIELD & JOHNSTONE, NY, Citroid compound. Betty Nesse, *tb.*
GARFIELD ADVG., SAN FRANCISCO, NoDoz tablets.
VICKERS & BENSON, LTD., TORONTO, Canadian advg.
GOTHAM-VLADIMIR, CHICAGO, export advg.
TOTAL ADVG.: $3,100,000.
NET TV: $500,000.
SPOT TV: $1,388,300.

Gunther Brewing Co.

1211 S. Conkling St., Baltimore 24, Md.

Executives: Leroy S. Cohen, *pres.*; L. A. Herstein, Jr., *exec. vp*; Walter S. Driskill, *vp mktg.*; A. V. Finn, *sls. mgr.*, Balto city div.; J. O'Connor, *sls. mgr.*, keg div.; R. W. Thomas, *advg. mgr.*; W. Hottman, *ass't. advg. mgr.*; David Phillips, *dir., pub. rel.*

Advertising Agency:
LENNEN & NEWELL, NY.
SPOT TV: $464,550.

Robert Hall Clothes

333 W. 34th St., New York.

Executives: Harold Rosner, *pres.*; Robert Weisenberg, *advg. mgr.*; Morton Samos, *chg. store operations.*

Advertising Agency:
FRANK B. SAWDON, INC., NY, Jerry Bess, *ae.* (*agency vice pres. chg. rad. & tv*). James Hackett, *tb.*
TOTAL ADVG.: $6,000,000.
SPOT TV: $4,188,400.

Theo. Hamm Brewing Co.

720 Payne Ave., St. Paul 1, Minn.

Executives: Wm. Hamm, *chmn.*; W. C. Fille, *pres.*; O. E. Moe, *gen. mgr.*, St. Paul; H. A. Goodwin, *gen. mgr.*, Calif.; H. Turnbull, *dir., mktg.*; J. R. Morgan, *advg. mgr.*

Advertising Agency:
CAMPBELL-MITHUN, MINNEAPOLIS.
SPOT TV: $1,309,110.

G. Heileman Brewing Co.

1027 So. Third St., La Crosse, Wis.

Executives: Roy E. Kumm, *pres.*; Stephen AL—TV Yrbk—8 on 9 Bod Bk & Bd x 13.5 F. Wanecke, *gen. sls. mgr.*; Robert P. Terry, *advg. mgr.*

Advertising Agency:
COMPTON ADVERTISING, CHICAGO, Andrew Zeis, *tb.*
TOTAL ADVG.: $1,250,000.
SPOT TV: $500,000.

H. J. Heinz Co.

1062 Progress St., Pittsburgh, Pa.

Executives: H. J. Heinz II, *pres.*; F. A. Armor, Jr., *exec. vp.*; B. D. Graham, *vp., mktg.*; J. D. Scott, *gen. sales mgr.*; C. A. Dimond, *advg. mgr. & mgr. pub. rels.*; L. A. Collier, *sales promotion mgr.*

Advertising Agencies:
MAXON, INC., DETROIT, Hunter Hendee, *ae* Tom Maguire, *tb.*
KETCHUM, MacCLOUD & GROVE, PITTSBURGH, hotel & restaurant advg.
MacLAREN ADVERTISING CO., LTD., TORONTO, Canadian advg.
NATIONAL EXPORT ADVERTISING SERVICE, NY, export advg.
TOTAL ADVG.: $6,200,000.
NET TV: $2,028,800.

Hills Bros. Coffee, Inc.

2 Harrison St., San Francisco 19.

Executives: Edward E. Hills, *pres.*; H. G. Hills, *vp sales*; T. C. Wilson, *vp chg. advg.*

ADVERTISERS

Advertising Agency:
N. W. AYER & SON, SAN FRANCISCO, Richard Bunbury (NY), *tb.*
SPOT TV: $1,200,000.

Holsum Baking Co.

114 Clay St., Morgantown, W. Va.

Executives: W. H. Craze, *pres., gen. & advg. mgr. & purchasing agent;* G. L. Hollister Jr., *vp. sales mgr.*
(Adv. placed direct.)
SPOT TV: $500,000.

Household Finance Co.

Prudential Plaza, Chicago 1, Ill.

Executives: H. E. MacDonald, *pres.;* A. G. Waack, *vp, advg.*

Advertising Agency:
NEEDHAM, LOUIS & BRORBY, CHICAGO. Advg. placed locally.
SPOT TV: $850,000.

Hudson Pulp & Paper Corp.

477 Madison Ave., New York 22.

Executives: Jack Mazer, *chmn.;* Wm. Mazer, *pres.;* T. H. Mittendorf, *exec. vp;* Irwin A. Zuckerman, *vp, sls.;* H. Shayne, *mktg. dir.;* P. Jay Harris, *advg. sls. pro. mgr., cup & container div.;* D. Heller, *advg. sls. prom. mgr., consumer prod. div.*

Advertising Agencies:
THE WEXTON CO., NY, industrial prod. Ed Greenberg, *ae.*
AL PAUL LEFTON CO., NY, cup & container div. George Leroy, *ae.*
NORMAN, CRAIG & KUMMEL, NY, E. L. Whitney, *a supvr.* (consumer prod.)
SPOT TV: $419,520.

International Latex Corp.

350 Fifth Ave., New York 1.

Executives: A. N. Spanel, *chmn. bd.;* W. O. Heinze, *pres.;* A. B. Peterson, *vp, mktg.;* David Ketner, *vp, advtg.;* Harold Rudominer, *vp, sls., family prod.'s & drugs;* George Kirk, *vp, sls.,* women's wear.

Advertising Agency:
REACH, McCLINTON & CO., NY.
SPOT TV: $1,322,960.

International Milling Co.

1200 Investors Bldg., Minneapolis 2, Minn.

Executives: Atherton Bean, *pres.;* Charles Ritz, *chmn. bd.;* John Tatam, *vp & dir., sls.;* John T. Lynch, *sls. mgr.,* grocery prod.'s; Robert E. Thompson, *advg. mgr.*

Advertising Agency:
H. W. KASTOR & SONS, CHICAGO, Robin Hood flour, Silver Mist flour, Town Crier flour, Big Jo flour, Seal of Minnesota flour, Cinderella flour, International's Bakery-Proved flours, Supersweet feeds. James West, *rad.-tv dir.;* Harvey Mann, *tb.;* John T. Urice, *ae* & Currie Brewer, *ass't ae.*
SPOT TV: $402,560.

Interstate Bakeries Corp.

12 E. Armour Blvd., Kansas City 11, Mo.

Executives: R. L. Nafziger, *chmn. bd. & chief exec. officer;* John R. Dow, *pres.;* Harry E. Meyn, *vp & gen. sls. mgr.* Ernest B. Hueter, *gen. advg. mgr.,* at 3440 Wilshire Blvd., Los Angeles 5, Calif.

Advertising Agencies:
POTTS-WOODBURY, KANSAS CITY, Butternut & Blue Seal breads (midwest).
SID STONE AGENCY, MILWAUKEE, Mrs. Karl's bread.
DAN B. MINER CO., LOS ANGELES, Log Cabin & Blue Seal bread (west).
SPOT TV: $359,880.

Jackson Brewing Co.

411 Wilkinson St., New Orleans 16, La.

Executives: Lawrence B. Fabacher, *pres.;* Richard G. Jones, *vp & gen. mgr.;* Lawrence J. Fabacher, *dir., sales;* Robert J. Fabacher, *dir. advg.*

Advertising Agency:
FITZGERALD ADVERTISING AGENCY, NEW ORLEANS, Marie O'Meara & Dorothy Nix, *tb's.*
SPOT TV: $600,000.

Keebler Biscuit Co. (Div. of United Biscuit Co. of America)

12 Watson St., Buffalo, N. Y.

Executives: D. K. Templeton, *pres.;* A. S. Finn, *vp, sls.;* B. N. Grossman, *d. advg.;* D. E. Day, *d. pub. rel.*

Advertising Agency:
COMSTOCK & CO., BUFFALO, J. G. Wells, *ae.*
SPOT TV: $477,430.

Kellogg Co.

235 Porter St., Battle Creek, Mich.

Executives: L. C. Roll, *pres. & gen. mgr.;* E. M. Leaver, *pres.,* Kellogg Sales Co. (subsidiary of Kellogg Co.); R. P. Olmstead, *vp, advg. & pub. rels.;* Howard M. List, *advg. mgr. & vp.,* Kellogg Sales Co.; A. J. Finley, *ass't. to advg. mgr., all media.*

Advertising Agencies:
LEO BURNETT CO., CHICAGO. Richard Coons, *media supvr.;* Joseph Hall, *head tb.*
J. WALTER THOMPSON CO., NY, export advg.
TOTAL ADVG.: $12,600,000.
NET TV: $4,669,869.
SPOT TV: $4,810,530.

Kimberly-Clark Corp.

Neenah, Wis.

Executives: John R. Kimberly, *pres.;* Wm. R. Kellett, *exec. vp;* Cellucotton div.: L. E. Phenner, *vp;* C. E. Souders, *gen. sls. mgr.;* E. A. Olson, *mktg. mgr.;* Industrial & Specialty div.: W. H. Swanson, *vp;* W. W. Cross, *gen. sls. mgr.;* R. A. Brabbee, *advg. mgr.*

Advertising Agencies:
FOOTE, CONE & BELDING, CHICAGO, Kotex, Kleenex, Delsey toilet tissue, Kleenex table napkins & Kleenex paper towels. John B. Simpson, *tb.*
DOHERTY, CLIFFORD, STEERS & SHENFIELD, NY, Fems feminine napkins. Hal James, *tb.*
TOTAL ADVG.: $5,723,308.
NET TV: $1,273,706.
SPOT TV: $960,700.

Kroger Co.

35 E. 7th St., Cincinnati 1, O.

Executives: Joseph B. Hall, *pres.;* Jacob E. Davis, *vp, labor, legal & pub. rels.;* Roy W. Godley, *dir. advg. & sls. prom.;* Wm. J. Sanning, *mgr., advg. & sls. prom.;* S. A. Douglas, *dir., trade & consumer rels.;* D. H. Crooks, *dir. pub. rel.*

Advertising Agencies:
CAMPBELL-MITHUN, MINNEAPOLIS.
CAMPBELL-EWALD CO., DETROIT.
SPOT TV: $678,160.

Langdorf United Bakeries, Inc.

1160 McAllister St., San Francisco 15, Calif.

Executives: Stanley S. Langendorf, *pres. & gen. mgr.;* L. S. Parsons, *exec. vp;* Roy McKee, *regional mgr.;* Stanley Colberson, *advg. mgr.*

Advertising Agencies:
SCHOLTS ADVERTISING SERVICE, LOS ANGELES, Barbara Ann prod's. Tom Scholts, *ae.*
HONIG-COOPER, SAN FRANCISCO, Butternut div. Jay Heller, *ae.*
COMPTON ADVG., SAN FRANCISCO, Langendorf brand prod's. N. E. Mork, *ae.*
GARFIELD ADVG., SAN FRANCISCO, Holsom div.
SPOT TV: $1,000,000.

V. La Rosa & Sons, Inc.

473 Kent Ave., Brooklyn 11, N. Y.

Executives: Stephen La Rosa, *chairman;* Peter La Rosa, *pres.;* V. F. La Rosa, *gen. sls. mgr.;* V. S. La Rosa, *advg. mgr.*

Advertising Agency:
SULLIVAN, STAUFFER. COLLWELL & BAYLES, NY. Ira Gonsier, *tb.*
SPOT TV: $500,000.

Thomas Leeming & Co., Inc.

155 E. 44th St., New York 17.

Executives: J. H. McShane, *chairman-treasurer;* Eduard B. Austin, *pres.;* Charles F. Junod, *gen. sales & advg. mgr.,* consumer division; R. M. Skelton, *sales mgr.;* J. W. Eckman, *advg. mgr.,* ethical division.

Advertising Agencies:
WILLIAM ESTY & CO., NY, A. S. Hardin, *ae.* Tom O'Dea, *tb.*
WILLIAM DOUGLAS McADAMS, NY, W. E. Durea, *ae.,* ethical products.
CHEW, HARVEY & THOMAS, PHILADELPHIA, ethical products.
TOTAL ADVG.: $1,504,893.
SPOT TV: $511,300 (no tv planned for '58)

Lever Bros. Co.

390 Park Ave., New York 22.

Executives: Wm. H. Burkhart, *pres.;* Milton C. Mumford, *exec. vp;* Henry M. Schachte, *advg. vp.;* Ambrose Addie, *ass't. to advg. vp;* Robert M. Prentice, *mgr., advg. policy development;* Samuel Thurm, *m. dir.,* Howard Eaton, *m. mgr., broadcast;* Anton W. Bondy, *m. mgr., print;* George J. Zachary, *r-tv pgm. mgr.;* Jack Doran, *prom. dir.;* J. E. Drew, *pub. rel. dir.;* Warren Gerz, *rad.-tv publicity mgr.;* A. R. Granstein, Jr., *mktg. rsch. dir.;* W. N. Burding, *mktg. vp.,* Lever div.; Richard E. Baiter, *mdsg. mgr., toilet soaps;* W. W. Prout, *mdsg. mgr.,* packaged soaps & detergents; Robert G. Spears, *mktg. vp, foods;* T. E. Hicks, *mktg. vp,* Pepsodent div.; Wm. K. Eastham, *mdsg. mgr.,* Pepsodent div.

Product Mgrs.: George Beyer, Jr., Wisk; James H. Dickey, Lux Liquid & Lux Flakes; Peter M. Soutter, Rinso; David Bland, Silver Dust & Breeze; Stanley Lewis, Hum; James Edmiston, Surf; Joseph R. Larson, detergents; John P. Anderson, Lux toilet soap; Robert J. Buck, Gayla & Swan; Wm. H. Scully, Praise; Fred J. Nabkey, Imperial

Margarine & Lucky Whip; Thomas E. Drohan, Good Luck margarine; Charles J. McCann, Spry & Liquid Spry; Elwood F. Ramsey, Pepsodent; Bobb M. Slattery, Dove; J. K. Verden, Stripe & Pepsodent antiseptic; David Burge, toothbrushes.

Advertising Agencies:
BBDO, NY, Wisk, Surf, Gayla, E. A. Cashin, *mngmnt. supvr.*, Herbert Maneloveg, *media supvr.*, John Hoagland, *broadcast ae.*
FOOTE, CONE & BELDING, NY, Imperial margarine, Pepsodent. A. W. Becker, Wm. Chambers, *a supvr's;* Arthur Pardoll, *assoc. m dir.;* Roger Pryor, *tv-rad. dir.*
KENYON & ECKHARDT, NY, Spry, Liquid Spry, Praise. Don Miller, *mngmnt. supvr.;* Philip Kenney, *media supvr.;* James S. Bealle, *tv-rad. dir.*
NEEDHAM, LOUIS & BRORBY, CHICAGO, "all" detergents, Swan, F. W. Stetson, Jr., *mngmnt. super.;* Blair Vedder, Jr., *media supvr.;* James G. Cominos, *tv-rad. dir.*
OGILVY, BENSON & MATHER, NY, Good Luck margarine, Lucky Whip, Dove, E. E. Stowell, *mngmt. supvr.;* E. A. Elliott, *m dir.;* Hendrik Booraem, *tv-rad. dir.*
SULLIVAN, STAUFFER, COLWELL & BAYLES, NY, Breeze, Silver Dust, Hum, Lifebuoy. A. E. Hanser, *ae.;* Walter J. Bowe, *m supvr.;* Philip Cohen, *tv-rad. dir.*
J. WALTER THOMPSON, NY, Rinso, Lux Liquid, Lux Flakes, Lux toilet soap, Stripe toothpaste; K. W. Hinks, *mngmnt. supvr.;* Jack Green, Assoc. *m dir.;* Storrs Haynes, *r-tv group head.*
G. M. BASFORD, NY, industrial.
NATIONAL EXPORT ADVG. SERVICE, NY, export advg.
TOTAL ADVG.: $30,208,313.
NET TV: $11,322,643.
SPOT TV: $5,528,510.

Lewis Food Co.
817 E. 18th St., Los Angeles 21, Calif.

Executives: D. B. Lewis, *pres. & gen. mgr.;* H. E. Lewis, *vice pres. & traffic mgr.;* A. J. Sherratt, *ass't gen. mgr.;* Michael L. May, *gen. sales mgr.;* H. N. Lewis, *product mgr.*

Advertising Agency:
ROCKET-LAURITZEN, LOS ANGELES, Don Lauritzen, *ae.*
SPOT TV: $805,000.

Libby, McNeill & Libby
Chicago 9, Ill.

Executives: C. S. Bridges, *pres.;* A. O. Verbeke, *vp, sls. & advg.;* J. W. Rose, *gen. sls. mgr.;* A. J. Maleske, *advg. mgr.;* A. J. Hoefer, *vice pres.*, frozen foods.

Advertising Agencies:
J. WALTER THOMPSON, CHICAGO, canned foods, T. P. Jardine, *ae.*
BBDO, CHICAGO, frozen foods. W. R. Gillen, *ae.*
TOTAL ADVG.: $3,250,770.
SPOT TV: $412,410.

Liebmann Breweries, Inc.
36 Forrest St., Brooklyn 6, N. Y.

Executives: Herman Schuelein, *chmn. bd.;* Walter R. Miller, *exec. vice pres. & vice chmn. bd.;* Alfred Liebmann, *chmn. exec. committee;* Philip Liebmann, *pres.;* Thomas Liebmann, George O. Niddrie, *vp.'s;* John E. Finneran, *vp, sls.;* Wm. L. Dye, *advg. mgr.;* Alfred Grau, *display mgr.;* Wayne Dotson, *sls. prom. mgr.*

Advertising Agency:
FOOTE, CONE & BELDING, NY, Rheingold beer.
TOTAL ADVG.: $4,031,176.
SPOT TV: $768,660.

Liggett & Myers Tobacco Co., Inc.
630 Fifth Ave., New York 20.

Executives: Benjamin F. Few, *pres.;* Zach Toms, *vice pres. & sec.;* W. A. Blount, *vice pres.;* F. H. Horan & W. B. Lewis, Jr., *vp's;* W. L. Perry, *vp & treas.;* Lawrence W. Bruff, *advg. mgr.*

Advertising Agencies:
DANCER-FITZGERALD-SAMPLE, NY, L&M filter brand. Martin Bruell, *tb.*
McCANN-ERICKSON, NY, C. Terence Clyne, *vp. & management service dir.*, Chesterfield & institutional advg. Sy Goldis, *tb.*
TOTAL ADVG.: $17,000,000.
NET TV: $7,430,797.
SPOT TV: $4,300,000.

Thomas J. Lipton, Inc.
1500 Hudson St., Hoboken, N. J.

Executives: Robert B. Smallwood, *chmn.;* Carl I. Wood, *pres.;* W. G. Barker, *exec. vp;* Melvin A. Reilly, *vp, mktg.;* Harold L. Suttle, *vp., sls.;* Wm. B. Smith, *vp., advg.;* Oscar J. Nickel, *gen. advg. mgr.;* Norman V. Osborn, *media dir.*

Brand Mgrs.: Howard F. Anderson, tea; Kenneth V. Hall, soup.

Advertising Agencies:
YOUNG & RUBICAM, NY, Edward L. Bond, *ae.;* Thomas M. Comerford, *tb.*
DOHERTY CLIFFORD, STEERS & SHENFIELD, NY, Robert Hayes, *ae.*
SPOT TV: $993,470.

P. Lorillard Co.
119 W. 40th St., New York 18.

Executives: Lewis Gruber, *pres.;* Irvin H. Peak, *exec. vp;* Harold F. Temple, *vp & dir., sls.;* Manuel Yellen, *vp. & dir., advg. & mktg.;* F. W. Storm, *dir., sls. pro.;* Wm. A. Jordan, *regional sls. mgr.*, northern states; Arthur I. Corby, *regional sls. mgr.*, eastern states; Frank P. Russel, *regional sls. mgr.*, western states; John E. Murray, *regional sls. mgr.*, midwestern states; George Whitmore, *advg. brand mgr.*

Advertising Agencies:
LENNEN & NEWELL, NY, Old Gold, Kent, Newport & Embassy cigarettes, and all other Lorillard tobacco brands.
ALBERT FRANK-GUENTHER LAW, NY, Financial advg.
TOTAL ADVG.: $9,872,882.
NET TV: $5,324,843.
SPOT TV: $2,148,610.

M & M's Candies (Div. of Food Manufacturers, Inc.)
High St., Hackettstown, N. J.

Executives: John J. McNamara, *pres.*, Food Mnfctrs.; Charles F. White, *pres.*, M & M's Candies; Frank B. Young, *vp, sls. & advg.*

Advertising Agency:
TED BATES, NY, George Huhn, *ae.*
SPOT TV: $900,000.

Mars, Inc.
2019 N. Oak Park Ave., Chicago 35.

Executives: W. L. Kruppenbacher, *chmn. bd. & pres.;* G. B. Hurley, *exec. vice pres. & gen. mgr.;* J. R. Fleming, *vp & ass't. gen. mgr.;* V. H. Gies, *vp;* B. A. Bouchard, *vp & dir. of sls.;* R. K. Chandler, *vp & dir. of mnfr.;* H. R. Flaig, *ass't sls. mgr.;* H. A. Lehrter, *gen. advg. mgr.*

Advertising Agency:
KNOX REEVES, MINNEAPOLIS, Wendell Eastling, *tb.*
SPOT TV: $431,600.

Oscar Mayer & Co.
Madison 1, Wis.

Executives: Oscar G. Mayer, *chmn. bd.;* Oscar G. Mayer, Jr., *pres.;* Gottfried O. Mayer, *vp, mdsg.;* Carl G. Mayer, *vp, advg.;* Wm. T. Murray, *vp., sls.;* Wm. B. Walrath, Jr., *advg. mgr.;* Jerry Keefe, *sls. prom. mgr.*

Advertising Agency:
WHERRY, BAKER & TILDEN, CHICAGO, meat prod's. Clifford E. Bolgard & Harold Bennett, *tb's.*
ARTHUR TOWELL, INC., MADISON, Thomas Towell, *md.*
SPOT TV: $420,000.

W. F. McLaughlin & Co.
610 N. LaSalle St., Chicago 10, Ill.

Executives: Herbert P. McLaughlin, *pres., chg. advg.;* Charles Steele, *vp, sales.*

Advertising Agency:
EARLE LUDGIN & CO., CHICAGO. Ruth Babick, *hd. tb.*
SPOT TV: $580,890.

Mennen Co.
Morristown, N. J.

Executives: Wm. G. Mennen, *pres.;* W. G. Mennen, J., *exec. vp;* Leonard V. Colson, *advg. dir.;* Thomas G. Vandever, *sls. mgr.;* John B. Miller, *mdsg. mgr.;* Allison B. Hart, *dir. intl. optns.*

Advertising Agencies:
GREY ADVERTISING, NY, Mennen baby prod's, Quinsana, Mennen Skin Magic, Mennen hair creme, Mennen electric pre-shave lotion. Herb Strauss, *ae;* Joan Stark, *tb.*
McCANN-ERICKSON, NY, Mennen after-shave talc, foam shave, shaving cream, brushless shave cream, skin bracer, shampoo, Afta & bath talc. John Beresford, *ae*, Charles Willard, *tb.*
A. J. DENNE & CO., LTD., TORONTO, Canadian advg. Ralph McKeown, *ae.*
McCANN-ERICKSON INTL., NY, export advg. Wm. H. Bray, *ae.*
MARSCHALK & PRATT, NY, Mennen spray deodorant, Bob Cornish, *ae.*
TOTAL ADVG.: $4,000,000.
NET TV: $2,300,000.
SPOT TV: $950,000.

Miles Laboratories, Inc.
1127 Myrtle St., Elkhart, Ind.

Executives: C. S. Beardsley, *chairman;* W. R. Beardsley, *pres.;* Francis E. Compton, *1st vp;* E. H. Beardsley, *exec. vp & gen. mgr.;* Perry L. Shupert, *vp, sales & advg.;* Henry Schmidt, *sales mgr.;* Charles W. Tennant Jr., *dir. advg.;* H. S. Thompson, *advg. consultant.*

Advertising Agencies:
GEOFFREY WADE ADVERTISING, CHICAGO. David Williams, *tb.*
ROBERT OTTO & CO., NY, export advg.
TOTAL ADVG.: $12,866,383.
NET TV: $3,039,440.
SPOT TV: $4,500,000.

Minute Maid Corp.
488 Madison Ave., New York 22.

ADVERTISERS

Executives: John M. Fox, *pres.;* Hamilton Stone, *vice pres., sales & advg.;* Hamilton Stone, *national sales mgr.;* Howard G. Dick, *national sales planning advg. mgr.;* J. W. Rayen, *advg. mgr. & pub. rels. dir.*
Advertising Agency:
TED BATES & CO., NY. Frank Thompson, *tb.*
TOTAL ADVG.: $3,000,000.
NET TV: $87,804.
SPOT TV: $1,850,000.

M J B Co.
665 3rd St., San Francisco 7, Calif.
Executives: Joseph M. Bransten, *pres.;* Paul H. Beuter, *advg. mgr.*
Advertising Agency:
BBDO, SAN FRANCISCO. Betty Share, *tb.*
TOTAL ADVG.: $1,100,054.
SPOT TV: $848,630.

Monarch Wine Co.
4500 2nd Ave., Brooklyn 32, N. Y.
Executives: Leo Star, *pres. & gen. mgr.;* Augusta Star, *vp;* Roslyn Robinson, *vp;* Nort Wyner, *dir., sls. & advg.;* Michael R. Zafron, *sls. mgr.,* northeast; Edward C. Dratler, *sls. mgr.* midwest.
Advertising Agency:
JULES GUMBINNER, NY.
SPOT TV: $500,000.

Montgomery Ward & Co., Inc.
619 W. Chicago Ave., Chicago 7, Ill.
Executives: John A. Barr, *chairman & pres.;* John S. McNamara, *advg. mgr., retail soft lines;* A. H. Truitt, *retail sales promotion mgr.;* J. A. Martin, *md.*
Advertising Agency:
FOOTE, CONE & BELDING, CHICAGO. John Martin, *tb.*
SPOT TV: $410,000.

Philip Morris, Inc.
100 Park Ave., New York 17.
Executives: Alfred E. Lyon, *chmn. bd.;* Joseph F. Cullman III, *president & chief exec. officer;* Ray Jones, *vp, sls.;* George J. Henn, *vp, sls. admin.;* John R. O'Connor, *ntl. sls. mgr.;* G. Weisman, *vp & d, mktg.;* Roger Greene, *vp, advg.;* R. R. Millhisen, *ass't d., mktg.* R. S. Larkin, *d., chain store sls.;* James C. Bowling, *d., pub. rel.*
Brands: John R. Latham, *brand mgr.,* Philip Morris; John T. Landry, *brand advg. mgr.;* T. S. Christensen, *brand mgr.,* Marlboro; Perry E. Leary, *brand advg. mgr.;* Hugh Cullman, *brand mgr.,* Parliament; Alan Bick, *brand advg. mgr.;* John R. Latham, *brand mgr.,* Spud; Ed Early, *brand advg. mgr.*
Advertising Agencies:
N. W. AYER & SON, PHILADELPHIA, Philip Morris. Isabel Ziegler, *tb.*
LEO BURNETT CO., CHICAGO, Marlboro. R. B. Monday, Rex French, *tbs.*
BENTON & BOWLES, NY, Parliament. Frank Carvell, *tb.*
OGILVY, BENSON & MATHER, NY, Spud. Martin Kane, *tb.*
TOTAL ADVG.: $16,069,460.
NET TV: $2,500,000.
SPOT TV: $6,000,000.

National Biscuit Co.
425 Park Ave., New York 22.
Executives: George H. Coppers, *pres.;* Edward S. Moore, Jr., *exec. vp;* Nile E. Cave, *vp, sls., advg. & mktg.;* Harry F. Schroeter, *d., advg.;* D. Henderson Nevitt, *d., mktg.;* Theodore G. Richter, *d., sls.,* biscuit div.; *advg. mgr's:* Craig S. Carragan, Jeffrey S. Milam & Robert G. Criar; Glenn Craig, *d., pub. rel.*
Special prod's div.: 428 W. 16th St.: C. W. Aldrich, *d., sls.;* P. R. Cross, *d., mktg.;* Harry V. Wissler, *mktg. mgr.,* dog foods; Al K. Bell, *mktg. mgr.,* cereals; W. J. Hecker, *advg. mgr.*
Advertising Agencies:
McCANN-ERICKSON, NY, biscuits & crackers. Farish A. Jenkins, *ae.*
KENYON & ECKHARDT, NY, special prod's div., Wm. King, Jr., *ae.*
TED BATES, NY, Dromedary cake mixes.
LENNEN & NEWELL, NY, dates & fruits.
NEEDHAM & GROHMANN, NY, hotel, restaurant & institutional advg.
TOTAL ADVG.: $13,000,000.
NET TV: $1,810,052.
SPOT TV: $5,536,500.

National Brewing Co.
3720 Dillon St., Baltimore 24, Md.
Executives: Jerold C. Hoffberger, *pres.;* D. L. Farber, *vp. & ass't treas.;* Carl R. Kreitler, *vp;* P J. Roche, *vp, sales;* Milton Vandenberg, *gen. sales mgr.;* H. E. Hudgins, *d. advg.*
Advertising Agency:
W. B. DONER & CO., BALTIMORE, Don Leonard, *media d.*
SPOT TV: $692,150.

National Dairy Products Corp.
260 Madison Ave., New York 16.
Executives:
Sealtest Div.: Glenn Gundell, *vp.;* George C. Lawlis, *mgr., national account sls.;* James F. Lunn, *advg. & sls. prom. mgr.*
Kraft Foods Div.: C. C. Wright, *mktg. vice pres., sls.*
Advertising Agency:
N. W. AYER & SON, NY, Thomas G. Watson, Jr. & Neal O'Connor, *ae's.*
TOTAL ADVG.: $18,900,000.
NET TV: $5,600,000.
SPOT TV: $1,246,000.

National Presto Industries, Inc.
Eau Claire, Wis.
Executives: L. E. Phillips, *pres.;* M. S. Cohen, *exec. vp;* Robert F. Draper, *vp, sls.;* Marc Van Buskirk, *nat'l. sls. mgr.;* Richard C. Warren, *field sls. mgr.;* W. R. Lindsay, *advg. mgr.*
Advertising Agency:
DONAHURE & COE, CHICAGO, W. L. Lavicka, *ae;* Mary Petr, *media dir.*
SPOT TV: $522,470.

Nehi Corp.
10th St. & 9th Ave., Columbus, Ga.
Executives: T. H. Stanley, *chmn., bd.;* W. H. Glenn, *pres. & gen. mgr.;* F. E. Gorman, *vp, advg.;* W. E. Uzzell, *vp, sls.*
Advertising Agency:
COMPTON ADVERTISING, NY, R. W. Tannehill, *a supvr.;* Genevieve Schubert, *tb.*
TOTAL ADVG.: $2,200,762.
SPOT TV: $2,000,000.

Nestle Co., Inc.
2 William St., White Plains, N. Y.
Executives: Clive C. Day, *chairman;* H. J. Wolflishberg, *pres.;* H. K. Philips, *vp, sales;* R. F. Goebel, *advg. mgr.*
Advertising Agencies:
DANCER-FITZGERALD-SAMPLE, NY, Nestle milk products, boullion cubes & Nestle instant tea, Decaf decaffeinated coffee, Swiss Knight cheese & Maggi's products. William Santoni, *tb.*
McCANN-ERICKSON, NY, Ever Ready cocoa, Quick, chocolate bars, Semi Sweet morsels, Cookie mix, bulk cocoa, white sauce & brown gravy, Nestle's instant coffee, Necroy. Robert Anderson, *tb.*
BRYAN HOUSTON, NY, Nescafe. Frances John, *tb.*
L. G. MAISON & CO., CHICAGO, professional products.
ASHER, GODFREY & FRANKLIN, NY & CHICAGO, bulk chocolate.
TOTAL ADVG.: $8,800,000.
NET TV: $1,760,274.
SPOT TV: $2,400,000.

Pabst Brewing Co.
Merchandise Mart, Chicago 54.
Executives: Harris Perlstein, *chmn.;* Marshall Lachner, *pres.;* C. F. Greenwood, *d. sls.,* eastern div.; H. G. Harris, *d. sls.,* western div.; G. P. Butler, *d. sls.,* central div.; C. E. Kahler, *gen. sls. mgr.,* sparkling beverage div.; R. H. Hehman, *d., mktg.;* Barney Brienza, *advg. mgr.;* A. H. Talbot, *d., pub. rel.*
Advertising Agencies:
NORMAN, CRAIG & KUMMEL, NY, Pabst Blue Ribbon, E. H. Kummel, G. H. Bissinger.
GREY ADVG., NY, Pabst sparkling beverages.
ARTHUR TOWELL, MADISON, WIS., Pabst bio chemicals & animal feeds.
TOTAL ADVG.: $6,097,989.
NET TV: $1,461,195.
SPOT TV: $2,000,000.

Paxton & Gallagher Co.
813 Jones St., Omaha, Neb.
Executives: Paul C. Gallagher, *pres. & gen. mgr.*
Advertising Agency:
BUCHANAN-THOMAS, OMAHA. Adam Reinemond, *rad.-tv dir.*
SPOT TV: $600,000.

Pepsi Cola Co.
3 W. 57th St., New York 19.
Executives: Alfred N. Steele, *chairman;* Herbert L. Barnet, *pres.;* Richard H. Burgess, *vp chg. domestic sales;* Charles Derrick, *vp & advg. d.*
Advertising Agencies:
KENYON & ECKHARDT, NY AND TORONTO, Canadian advg. Bob Ennis, Louise Haut, *tbs.*
COCKFIELD, BROWN & CO., LTD., MONTREAL, Schweppes Canadian division.
TOTAL ADVG.: $6,560,000.
SPOT TV: $2,000,000.

Peter Paul, Inc.
New Haven Rd., Naugatuck, Conn.
Executives: John H. Tatigian, *pres.;* Harold G. Kazanjian, *exec. vp;* H. M. Billings, *sls. mgr.;* Edwin Dalton, *ass't. sls. mgr.;* Max Bonham, *mdsg. mgr.;* Stewart Mallory, *ass't. sls. mgr.*

Advertising Agency:
DANCER-FITZGERALD-SAMPLE, NY, Lee Gaynor, *tb.*
SPOT TV: $1,546,760.

Petri Wine Co.
601 Fourth St., San Francisco, Calif.
Executives: Angelo Petri, *chairman;* Louis A. Petri, *pres.;* B. C. Solari, *vp & dir. of sales;* Albert Petri, *vp;* Irv Cotanch, *advg. mgr.*
Advertising Agency:
YOUNG & RUBICAM, SAN FRANCISCO, George Richardson, *ae,* wine. Winton Smith, *tb.*
SPOT TV: $497,310.

Pharmaceuticals, Inc. (& The J. B. Williams Co.)
711 Fifth Ave., New York 22.
Executives: Matthew B. Rosenhaus, *pres.;* Samuel L. Tedlow, *exec. vp;* Harry Parness, *vp, sls.;* Edward Kletter, *vp, advg.*
Advertising Agency:
PARKSON ADVG., NY, Ruth M. Bayer, *tb.*
TOTAL ADVG.: $11,080,000.
NET TV: $9,600,000.
SPOT TV: $1,000,000.

Pharma-Craft Corp.
116 N. Island Ave., Batavia, Ill.
Executives: Frank F. Bell, *pres.;* W. Redzie Teller, *exec. vp;* Robert Witt, *admin. vp;* L. J. Thompson, *sls. vp;* Carl Seiffer, *chg. advg.*
Advertising Agencies:
J. WALTER THOMPSON, CHICAGO, Fresh deodorants, cold medicines, Coldene. Mario Kircher, *tb.,* NY; Ed Fitzgerald, *tb,* Chicago (Coldene).
SPOT TV: $400,000.

Phillips Petroleum Co.
Bartlesville, Okla.
Executives: K. S. Adams, *chmn.;* Paul Endacott, *pres.;* Stanley Learned, *chmn., exec. com. & ass't. to pres.;* W. W. Keeler, *exec. vp;* K. W. Rugh, *mgr. advg. & pub. rel. dept.;* F. L. Rice, *mgr. advg. div.*
Advertising Agency:
LAMBERT & FEASLEY, NY, Frank W. Mace, *ae;* Wm. B. Hinman, *md.*
TOTAL ADVG.: $3,098,793.
SPOT TV: $624,370.

Piel Bros.
315 Liberty Ave., Brooklyn 7, N. Y.
Executives: Henry J. Muessen, *pres.;* Thomas P. Hawkes, *vp;* Harry O. Diesl, *vp;* Frederick P. Riedel, *vp;* Archie Ignatow, *gen. sls. mgr.;* Stephen J. Schmidt, *dir., advg.;* Harold W. Masterson, *mdsg. mgr.*
Advertising Agency:
YOUNG & RUBICAM, NY, Tom Viscardi, *tb.*
TOTAL ADVG.: $1,600,000.
SPOT TV: $1,500,000.

Pillsbury Mills, Inc.
Pillsbury Bldg., Minneapolis 2, Minn.
Executives: John S. Pillsbury, *honorary chairman;* Philip W. Pillsbury, *chairman bd.;* Paul S. Gerot, *pres.;* R. J. Keith, *exec. vp, chg. grocery-store consumer products;* Earl A. Clasen, *vp, grocery prod.'s div.;* A. L. Powell, *dir. pub. rels.*
Advertising Agencies:
LEO BURNETT CO., CHICAGO, Creamy Fudge and Fluffy White frosting mixes and all Glove Label products and non-refrigerated grocers' products, Garrit A. Lydecker, *ae.* Ted Giovan, Harvey Glor, *tbs.*
Advertising Agencies:
CAMPBELL-MITHUN, MINNEAPOLIS, hot roll, brownie and cookie mixes, Ballard Label products and all Pillsbury refrigerated food, N. O. Bidwell, *ae.* Pat Bower, *tb.*
GOTHAM-VLADIMIR, NY, export advg., Irwin Vladimir, *ae.*
TOTAL ADVG.: $11,500,000.
NET TV: $5,291,000.
SPOT TV: $692,150.

Procter & Gamble Co.
501 East 6th Street, Cincinnati 1, Ohio.
Executives: Richard R. Deupree, *chairman;* Howard J. Morgens, *pres.;* Walter L. Lingle, Jr., *exec. vp;* T. J. Wood, *vp sales;* K. Y. Siddall, *administrative vp.;* W. R. Chase, *vp advg.;* W. G. Werner, *director public and Legal Services;* A. N. Halverstadt, *mgr., advg. prod. division;* Paul Huth, *dm.,* E. A. Snow, *advg. mgr.,* soaps and synthetics; C. C. Uhling, *mgr. advg. dept., mdsg. division.*
Advertising Agencies:
COMPTON ADVERTISING, NY, bulk products, Cascade detergent, Crisco, Drene shampoo, Duz, Gleem toothpaste, Ivory flakes, Ivory soap, Duncan Hines cake mixes, Big Top peanut butter, Comet cleanser.
BENTON & BOWLES, NY, Crest toothpaste, Ivory Snow, P&G White Naptha, Prell, Tide, Whirl instant liquid shortening, Zest synthetic bar soap.
YOUNG & RUBICAM, NY, Cheer, Spic & Span detergent.
LEO BURNETT CO., CHICAGO, Camay, Joy liquid detergent, Lava soap, Jif peanut butter, Secret deodorant.
GREY ADVERTISING, NY, Lilt home permanent, Shasta shampoo, Pin-It home permanent, Velvet Blend shampoo, Party Curl home permanent.
TATHAM-LAIRD, CHICAGO, Fluffo shortening, American Family Soaps, flakes, and detergents.
DANCER-FITZGERALD-SAMPLE, NY, Oxydol, Dreft, Biz blue liquid detergent, Dash detergent.
GARDNER ADVERTISING, INC., ST. LOUIS, MO., Duncan Hines special mixes.
CAMPBELL-MITHUN, INC., MINNEAPOLIS, MINN., Charmin paper products.
HONIG-COOPER COMPANY, SAN FRANCISCO, CALIF., Clorox.
TOTAL ADVG.: $80,000,000.
NET TV: $44,000,000.
SPOT TV: $17,500,000.

Plough, Inc.
3022 Jackson Ave., Memphis 1, Tenn.
Executives: Abe Plough, *pres.;* H. B. Solmson, *exec. vp;* Gerald Owens, *sales dir.;* Frank G. Morris, *ass't to pres., chg. of advg.*
Advertising Agencies:
JOSEPH KATZ CO., BALTIMORE, Mexsana skin cream.
DOWD, REDFIELD & JOHNSTONE, NY, Mistol.
LAKE-SPIRO-SHURMAN, MEMPHIS, rad. advg., Avron Spiro, *ae.*
TOTAL ADVG.: $2,100,000.
SPOT TV: $778,400.

Proctor Electric Co.
3rd St. & Hunting Park Ave., Philadelphia 40, Pa.
Executives: Walter M. Schwartz, Jr., *pres.;* C. Roger Turner, *vp;* Henry F. Hild, *vp;* Harvey E. Hortman, *vp;* John H. Witmer, *secy.-treas.;* F. J. Davis, *Nat'l. sls. mgr.;* W. Y. E. Ramvo, *Nat'l. advg. mgr.*
Advertising Agency:
WEISS & GELLER, NY, toasters, steam & dry irons, ironing tables, ironing covers & pads, cordminders, utility carts. Max Tendrich, *tb.*
SPOT TV: $755,360.

Quaker Oats Co.
Merchandise Mart Plaza, Chicago 54, Ill.
Executives: Donold B. Lourie, *pres.;* R. D. Stuart, *chmn. bd.;* H. Earle Muzzy, *vice chmn. bd.;* Cohn S. Gordon, *exec. vp;* Wm. G. Mason, *vp, cereal sls. & mktg.;* J. A. Donaldson, *cereal sls. mgr.;* Victor Elting, *vp, advg.;* Robert S. Macdonald, *advg. dir.;* Peter B. Warner, *mgr.,* grocery prod's advertising.
Supervisors: Robert B. Strom, *cereal advg.;* Harvey Andersen, *Ken-L prod.'s advg.;* Robert Entwisle, *Puss'n Boots & Flako advg.;* John P. Odell, *Aunt Jemina advg.;* Leon Baker, *flour advg.;* Richard Einwalter, *corn prod.'s advg.;* A. A. Dennerlein, *feed advg.*
Advertising Agencies:
WHERRY, BAKER & TILDEN, CHICAGO, cereals & feeds. Clifford Bolgard, *tv tb.;* Harold A. Bennett, *ass't.*
J. WALTER THOMPSON, CHICAGO, Aunt Jemina pancake prod's. F. G. Van Etten, *tv tb.*
NEEDHAM, LOUIS & BRORBY, CHICAGO, Ken-L prod's. Phil Morrow, *spot tv tb.;* Arnold Johnson, *network tv tb.*
CLINTON E. FRANK, INC., CHICAGO, Flako mixes, flour, institutional advg. Buckingham W. Gunn, *tv tb.*
JOHN W. SHAW ADVG., CHICAGO, corn goods, trade papers, specialties advg. Bobbie Landers, *network tv tb.;* Isabel McCaulay, *spot tv tb.*
LYNN BAKER, INC., NY, Puss'n Boots advg. R. S. Steel, *rad.-tv dir.*
THOMAS F. CONROY, INC., SAN ANTONIO, Masa Harina, *advg.*
TOTAL ADVG.: $9,547,709.
NET TV: $2,908,511.
SPOT TV: $1,503,310.

Quality Bakers of America Cooperative, Inc.
120 W. 42nd St., New York 36.
Executives: Joseph Duchaine, *pres.;* George N. Graf, *gen. mgr.;* Robert L. Schaus, *advg. mgr.*
Advertising Agency:
PHILIP S. BOONE & ASSOC., SAN FRANCISCO, western advg.
Other advg. placed direct, S. W. Siddle Jr., *md. & tb.*
TOTAL ADVG.: $1,425,837.
SPOT TV: $424,290.

Radio Corp. of America
30 Rockefeller Plaza, New York 20.
Executives: John L. Burns, *pres.;* E. W. Engstrom, *sr. exec. vp;* R. A. Seidel, *exec. vp,* consumer products; W. W. Watts, *exec. vp,* electronic components; C. M. Odorizzi, *exec. vp, sales & services;* T. A. Smith, *exec. vp,* industrial electronic products; E. C. Anderson, *exec. vp, pub. rels.;* M. F. Ben-

nett, *vp*, merchandising; R. H. Goffin, *vp*, *advg. sales promotion*.

Advertising Agencies:
KENYON & ECKHARDT, NY, RCA Victor sponsored rad. & tv shows; RCA Victor TV div. and Radio & "Victrola" div.; RCA institutional advg.
GREY ADVERTISING, NY, RCA Victor Record Div.; National Broadcasting Co.
AL PAUL LEFTON, PHILADELPHIA, industrial advg.
GEHNRICH ASSOCIATES, NY, RCA Communications, Inc.
ALBERT FRANK-GUENTHER LAW, NY, financial advg.
SPOT TV: $1,407,130.

Ralston Purina Co.

835 So. 8th St., St. Louis 2, Mo.

Executives: Donald Danforth, *chmn.*; R. E. Rowland, *pres.*; L. B. Stuart, *vp & sec.*; Louis C. Stevenson, *vp & gen. sls. mgr.*; J. E. Stretman, *vp & Chow sls. mgr.*; J. D. Sykes, *vp, p. r.*; G. M. Philpott, *vp & dir. mktg.*; G. Baker, *vp & gen. sls. mgr.*, cereal dept.; Dr. R. M. Bethke, *vp, rsch.*; Dr. James Gwin, *mgr., mktg.* services div.; W. P. Hays, *advg. mgr.*, grocery prod.'s; M. E. Malin, *Chow advg. mgr.*; Frank L. Callahan, *ass't. advg. mgr. & sls. prom. mgr.*

Advertising Agencies:
GARDNER ADVG., ST. LOUIS, Purina Chow feeds. Elmer G. Marshutz, *ae*.
GUILD, BASCOM & BONFIGLI, SAN FRANCISCO, Wheat & Rice Chex.
D'ARCY ADVG., MEXICO, Latin American advg., feeds and sanitation.
JAMES FISHER CO., TORONTO, Canadian advg.
TOTAL ADVG.: $4,324,607.
NET TV: $2,029,343.
SPOT TV: $1,143,750.

Rath Packing Co.

Waterloo, Ia.

Executives: H. H. Rath, *chmn. bd.*; A. D. Donnell, *pres.*; J. A. Muth, *vp, sls. & advg.*; W. W. Jennings, *ass't vp, sls. & advg.*; L. H. Schnuth, *advg. mgr.*

Advertising Agency:
EARLE LUDGIN & CO., CHICAGO.
TOTAL ADVG.: $1,900,000.
SPOT TV: $790,620.

Rayco Mfg. Co.

220 Straight St., Paterson 1, N. J.

Executives: Joseph Weiss, *pres.*; Jules Rudominer, *vp.*; Jules M. Stern, *vp. & treas.*; Irving Levine, *ass't. to pres.*; Mal Baumgarten, *advg. dir.*; Bob Faltz, *sls. prom. dir.*

Advertising Agency:
EMIL MOGUL CO., NY, Lynn Diamond, *tb*.
SPOT TV: $721,530.

Reader's Digest Assn., Inc.

Pleasantville, N. Y.

Executives: DeWitt Wallace & Lila Acheson Wallace, *editors*; A. L. Cole, *gen. bus. mgr.*; Fred D. Thompson, Jr., *advg. d.*; Walter Weintz, *circ. mgr.*

Advertising Agencies:
J. WALTER THOMPSON CO., NY, Robert Dennison, *ae*.
SCHWAB & BEATTY, NY, George F. Perkins, *ae*.
TOTAL ADVG.: $2,407,058.
SPOT TV: $744,990.

Regal Pale Brewing Co.

3250 20th St., San Francisco 10, Calif.

Executives: Angelo Campodonico, Jr.; Leo T. Englert, *executive vp*; Edward Guilderson, Sr., *chmn. bd.*; L. D. Ballew, *d., mktg. & sls.*; Louis Gaviati, *advg. d.*

Advertising Agency:
HEINTZ & CO., SAN FRANCISCO, Regal Pale beer, Mildred Wrenn (San Francisco) & Diana Wear (Los Angeles), *tbs*.
SPOT TV: $412,550.

William B. Reily & Co., Inc.

640 Magazine St., New Orleans 9, La.

Executives: William B. Reily Jr., *pres.*; J. W. Reily, *exec. vp*; William T. Campbell, *vp chg. sales*.

Advertising Agencies:
WALKER SAUSSY ADVERTISING, NEW ORLEANS, J. C. Shields Jr., *ae*., southern advg.
HEINTZ & CO., LOS ANGELES, western advg.
ROMAN ADVG., BALTIMORE, George Roman, *ae*, eastern advg.
SPOT TV: $758,720.

Republican Party

Spot expenditure, $774,130, 1956 national election. Agency, BBDO.

Revlon, Inc.

745 5th Ave., New York 22.

Executives: Charles H. Revson, *pres.*; Martin Revson, *exec. vp chg. sales*; George Abrams, *vp & advg. dir.*; William Mandel, *mgr. advg.*

Advertising Agencies:
WARWICK & LEGLER, NY, Touch and Glow liquid makeup, lipstick & Futurama cases, nail enamel, manicuring products, eye makeup, liquid rouge, Christmas sets, Second Nature.
EHRLICH, NEUWIRTH & SOBO, NY, sun tan products. Sidney Bruch.
EMIL MOGUL CO., NY, Top Brass men's hair dressing, Revoln Aquamarine shampoo, Silken-net liquid hair spray, Revlon Aquamarine lotion, Spray Mist and Deodorant Hi & Dry deodorant. Lynn Diamond, *tb*.
C. J. LA ROCHE & CO., NY, Revlon Love Pat, Clean & Clear liquid cleanser, Aquamarine bath powder, talc & soap, Fragrances, Fashion Plate & Skin Normalizer, Satin Set hair spray. Doris Gould, *tb*.
DOWD, REDFIELD & JOHNSTONE, NY, Silicare lotion, Baby Silicare, Sun Bath products. Betty Nasse, *tb*.
NOYES & SPROUL, NY, ethical advg. on Silicare.
TOTAL ADVG.: $16,000,000.
NET TV: $11,000,000.
SPOT TV: $1,817,870.

R. J. Reynolds Tobacco Co.

Main & Fourth Sts., Winston-Salem, N. C.

Executives: John C. Whitaker, *chmn. bd.*; E. A. Darr, *pres.*; F. G. Carter, *sls. mgr.*; Howard Gray, *advg. mgr.*

Advertising Agency:
WM. ESTY CO., NY, James J. Houlahan, *a supvr.*; T. D. Luckenbill, A. S. Hardin, G. M. Thompson, S. H. Northcross, *ae's*.
TOTAL ADVG.: $22,000,000.
NET TV: $12,300,000.
SPOT TV: $2,000,000.

Richfield Oil Corp.

555 S. Flower St., Los Angeles 17, Calif.

Executives: Charles S. Jones, *pres.*; Rollin Eckis, *exec. vp*; David E. Day, *vp*; W. J. Travers Jr., *vp.*; William G. King Jr., *vp & gen. sales mgr.*; Fred M. Jordan, *advg. & sales promotion mgr.*

Advertising Agency:
HIXSON & JORGENSEN, LOS ANGELES. Harriett M. Wiegand, *tb*.
TOTAL ADVG.: $1,709,262.
SPOT TV: $500,000.

Harold F. Ritchie, Inc.

65 Industrial South, Clifton, N. J.

Executives: M. E. Bale, *pres.*; D. D. Hay, *vice pres., chg. sls.*; W. G. Ohme, *dir., mktg.*; D. J. Keenan, *advg. mgr.*

Advertising Agencies:
ATHERTON & CURRIER, INC., NY, Hubert R. Sweet, *tb*.
J. WALTER THOMPSON CO., NY, Mario Kircher, *tb*.
SPOT TV: $2,300,000.

Jacob Ruppert Brewery

1639 Third Ave., New York 26.

Executives: Murray Vernon, *chmn.*; Kenneth P. Steinreich, *pres.*; Walter S. Driskill, *vp, mktg.*; John Waldren, *vp, treas.*; J. Ruppert Schalk, *vp*; J. Joseph Taylor, *vp*; Lincoln Allan, *advg. mgr.*; Joe Gould, *pub. rel. mgr.*; Robert Massa, *sls. prom. mgr.*

Advertising Agency:
WARWICK & LEGLER, NY, Joe Hodack, *tb*.
TOTAL ADVG.: $1,098,454.
SPOT TV: $400,000.

Safeway Stores, Inc.

4th & Jackson Sts., Oakland 4, Calif.

Executives: Robert A. Magowan, *chmn. & pres.*; Ralph D. Brown, *vice pres., pub. rel.*; E. F. Becker, *mgr., advg. & mktg. rsch. div.*

Advertising Agencies:
BROOKE, SMITH, FRENCH & DORRANCE, SAN FRANCISCO, Captain's Choice seafoods.
COSBY & COOPER, SAN FRANCISCO, Montrose & Spring House butter, Party Pride ice cream, Tea Garden preserves.
ERWIN, WASEY, RUTHRAUFF & RYAN, LOS ANGELES, special campaign.
HARLAN & STEEDMAN, SAN FRANCISCO, Airway coffee, Crown Colony spices & extracts, Edwards coffee, LaLani pineapple, Nob Hill coffee, Sea Trader canned fish, Sno-White salt, Somerset sausage, Town House canned & dried foods, Zippy pickles.
HOEFER, DIETERICH & BROWN, SAN FRANCISCO, Fluff-i-est marshmallows, Jell-well desserts, Lunch Box peanut butter & sandwich spread, Nu Made mayonnaise, salad dressing & salad oil, Sleepy Hollow syrup.
ERWIN, WASEY, RUTHRAUFF & RYAN, SAN FRANCISCO, Busy Baker cookies & crackers, Canterbury tea, Dutch Mill cheese, Lac-Mix dry milk powder, Skylark bread.
J. WALTER THOMPSON, SAN FRANCISCO, Lucerne fresh milk, Manor House poultry, Safeway meats & produce.
WEINER & GOSSAGE, SAN FRANCISCO, Bel-air frozen foods.

TOTAL ADVG.: $3,000,000.
SPOT TV: $978,430.

Salada-Shirriff-Horsey, Inc. (Salada Tea)

155 Berkeley St., Boston 16, Mass

Executives: Grant Horsey, *pres.;* R. E. Liptroff, *vice pres., gen. mgr.;* H. M. Tibbetts, *assoc. vp;* John W. Colpitts, *advg. mgr.;* R. L. Lavsen, *gen. sls. mgr.*

Advertising Agency:
SULLIVAN, STAUFFER, COLWELL & BAYLES, NY, Willard C. Mackey, Jr., *ae.*
TOTAL ADVG.: $1,060,569.
SPOT TV: $1,006,600.

Sardeau Inc.

522 Fifth Ave., New York 36.

Executives: Martin F. Emory, *pres.;* Robert Burton, *gen. mgr.*
SPOT TV: $717,840.

F. & M. Schaefer Brewing Co.

430 Kent Ave., Brooklyn 11, N. Y.

Executives: R. J. Schaefer, *pres.;* John T. Morris, *vp & dir., mktg.;* John Nemesh, *advg. mgr.;* Walter W. Lee, *retail sls. mgr.;* N. F. Bowes, *wholesale sls. mgr.*

Advertising Agency:
BBDO, NY, Edward Fleri, *tb.*
TOTAL ADVG.: $2,240,000.
SPOT TV: $648,040.

Joseph Schlitz Brewing Co.

235 W. Galena St., Milwaukee 1, Wis.

Executives: Erwin O. Uihlein, *pres.;* Robert A. Uihlein, *vp & secretary;* S. E. Abrams *vp & gen. mgr.;* John Toigo, *d mktg.;* Louis S. Berger, *d media & mkt. rsrch.;* Richard Steenberg, *advg. mgr.;* Frank L. Smawley, *ass't advg. mgr.*

Advertising Agencies:
J. WALTER THOMPSON CO., CHICAGO. Sylvia Rutt, *tb.*
GOTHAM-VLADIMIR, NY, export advg.
TOTAL ADVG.: $8,000,000.
NET TV: $2,272,776.
SPOT TV: $550,000.

Helaine Seager, Inc.

1028 Broad St., Newark, N. J.

Executives: Morton Edell, *pres.*

Advertising Agencies:
DUNNAN & JEFFREY, NY, Martin Himmel, *a. e.,* Stanley Leifer, *tb.*
SPOT TV: $2,889,380.

Sears, Roebuck & Co.

925 S. Homan Ave., Chicago 7, Ill.

Executives: F. B. McConnell, *pres.;* Edward Gudeman, *vp merch.;* Fred C. Hecht, *gen. retail merch. & sls. mgr.;* Thomas L. Barnes, *ntl. retail sls. prom. & advg. mgr.;* Frank J. Schell, *gen. mail order merch. mgr.;* George E. Troll, *ntl. mail order sls. prom. & advg. mgr.*

Advertising Agencies:
CUNNINGHAM & WALSH, NY. (Agency handles national magazine advg. for some products and some phases of tv commercial production. Sears stores buy own time and space.)
TOTAL ADVG.: $2,784,000.
SPOT TV: $350,250.

Seven-Up Co.

1300 Delmar Blvd., St. Louis 3, Mo.

Executives: H. C. Grigg, *pres.;* H. E. Ridgway, *vp franchise mgr.;* Ben Wells, *vp chg. sales & advg.;* Joe M. Thul, *advg. mgr.*

Advertising Agencies:
J. WALTER THOMPSON CO., CHICAGO. William Kennedy, *tb.*
TOTAL ADVG.: $5,800,000.
NET TV: $1,530,000.
SPOT TV: $375,000.

Shell Oil Co.

50 W. 50th St., New York 20.

Executives: H. S. M. Burns, *pres.;* W. F. Kenney, *vp. & gen. counsel;* J. G. Jordan, *vp, marketing;* H. L. Curtis, *vp, pub. rels.;* D. C. Marschner, *mgr. sales promotion & advg.*

Advertising Agencies:
J. WALTER THOMPSON CO., NY, H. C. Flowers, *ae.,* Gordon Dewart, *tb.*
TOTAL ADVG.: $4,000,000.
NET TV: $141,892.
SPOT TV: $1,500,000.

Simmons Co.

230 Park Ave., New York 17.

Executives: Grant G. Simmons, *pres.;* John W. Hubbell, *vp chg. mdsg. & advg.* (at 1 Park Ave., NY); G. D. Wrightson, *sr. vp;* Norman T. Gilroy, *vp chg. sales;* John G. Roemer, *advg. mgr.* (Merchandise Mart, Chicago); R. E. Jager, *promotion mgr.* (1 Park Ave., NY).

Advertising Agencies:
YOUNG & RUBICAM, NY. John Flourney, *tb.*
TOTAL ADVG.: $3,414,000.
NET TV: $322,170.
SPOT TV: $481,830.

Simoniz Co.

2100 Indiana Ave., Chicago 16.

Executives: Elmer Rich, *chmn.;* Elmer Rich, Jr., *pres.;* Charles V. Lipps, *vp, mktg.;* Don E. Cluck, *gen. sls. mgr.; brand advg. mgrs.;* Paul Greenfield, Charles Fahler, Robert Joslyn; Neil Salemi, *sls. prom. mgr.*

YOUNG & RUBICAM, NY, all consumer products. Robert Brinkerhoff, *ae.*
TOTAL ADVG.: $2,674,850.
NET TV: $1,324,464.
SPOT TV: $537,180.

Sinclair Refining Co.

600 Fifth Ave., New York 20.

Executives: J. E. Dyer, *pres.;* M. F. Braeckel, *vp & d., mktg.* L. W. Leath, *vp & gen. sls. mgr.;* V. L. Brophy, *mgr., retail. sls;* R. H. Askin, *sls. prom. mgr.;* J. J. Delaney, *advg. mgr.*

Advertising Agencies:
MOREY, HUMM & WARWICK, NY, S. F. Ellsworth, *ae;* W. L. Wernicke, *rad-tv dir.*
TOTAL ADVG.: $5,062,674.
SPOT TV: $675,460.

Slenderella International

P. O. Box 1213, Stamford, Conn.

Executives: L. L. Mack, *pres.*

Advertising Agencies:
MANAGEMENT ASSOC.'S OF CONNECTICUT, STAMFORD, Suzanne R. Wells, *pres.;* John Curran, *tb.*
TOTAL ADVG.: $3,976,000.
SPOT TV: $150,000.

Socony Mobil Oil Co., Inc.

26 Broadway, New York 4.

Executives: Albert L. Nickerson, *pres.;* Paul V. Keyser Jr., *vp;* J. C. Case, *vp;* J. F. Seal, *vp;* V. A. Bellman, *vp, d domestic mktg.;* P. A. Gosman, *advg. mgr.;* T. W. Phelps, *mgr. pub. rels.*

Advertising Agencies:
COMPTON ADVERTISING, NY. Wm. Morris, *tb.*
COCKFIELD, BROWN, MONTREAL, Canadian advg.
TOTAL ADVG.: $12,000,000.
NET TV: $3,000,000 (1958).

Standard Brands Inc.

625 Madison Ave., New York 22.

Executives: Joel S. Mitchell, *pres.;* Henry Weigl, *exec. vp;* Albert R. Fleischmann, *vp & gen. sls. mgr.;* D. B. Stetler, *vp & advg. dir.;* C. A. Gildea, *ass't secy. & dir., industrial relations.*

Advertising Agencies:
J. WALTER THOMPSON CO., NY, Fleischmann's consumer yeast, Tender Leaf tea, Instant Tender Leaf tea. S. B. Dobbs, *ae.*
TED BATES & CO., NY, Blue Bonnet Margarine, Royal gelatin, Royal pudding, Royal instant pudding, Royal baking powder, Hunt Club dog foods. A. M. Whitlock, *ae.*
COMPTON ADVG., NY, Chase & Sanborn coffee & instant coffee; Break O'Morn coffee. O. A. Saunders, *ae.*
TOTAL ADVG.: $12,567,174.
NET TV: $2 900,000.
SPOT TV: $1,512,780.

Standard Brewing Co.

5801 Train Ave., Cleveland 2, O.

Executives: John T. Feighan, *pres.;* John T. Feighan, Jr., *vp;* George E. Creadon, *treas. & advg. mgr.;* Ted J. Esch, *sls. mgr.*

Advertising Agency:
GERST, SYLVESTER & WALSH, CLEVELAND.
SPOT TV: $360,700.

Standard Oil Co. of California

225 Bush St., San Francisco 20, Calif.

Executives: E. J. McClanahan, *pres., western operations;* H. G. Vesper, *vp, mktg.;* M. A. "Tony" Mattes, *advg. mgr., western advg.* (and counsel on advg. matters for the corp.); H. R. Cuyler, *gen. sls. mgr.—wholesale;* E. D. Thompson, *gen. sls. mgr.—retail.*

Advertising Agency:
BBDO, SAN FRANCISCO, C. E. Hale, *a supvr.;* Betty Share, *tb.*
TOTAL ADVG.: $4,783,055.
SPOT TV: $474,410.

Standard Oil Co. (Indiana)

910 So. Michigan Ave., Chicago, Ill.

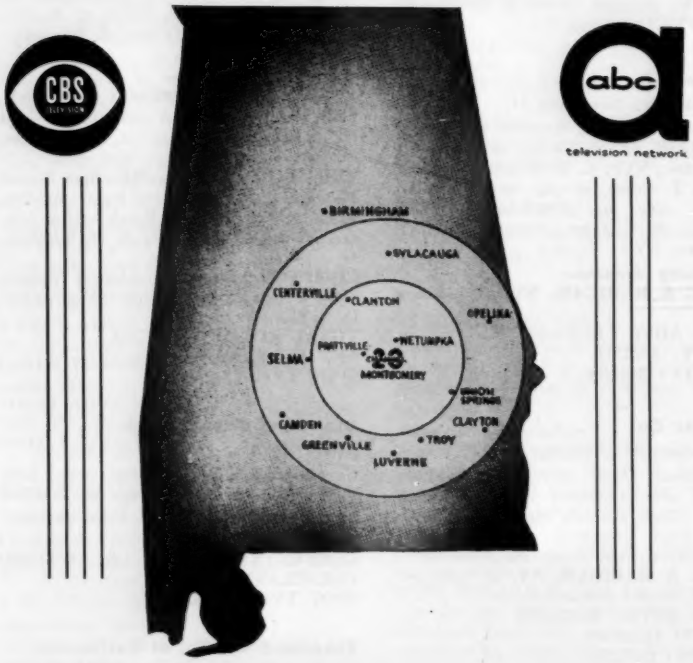
Executives: Dr. R. E. Wilson, *chmn. bd.;* F. O. Prior, *pres.;* R. C. Gunness, *exec. vp;* D. F. Benton, *vp, sls.;* A. C. Sailstad, *gen. sls. mgr.;* W. H. Miller, *ass't. gen. mgr., sls. prom. & advg.;* W. I. Nunn, *advg. mgr.;* Don Campbell, *d, pub. rel.*

Advertising Agencies:
D'ARCY ADVERTISING, CHICAGO, product advg.

MEMO TO ALERT TIME BUYERS:

WCOV-TV

delivers the lowest cost-per-thousand tv homes in the Montgomery Market. Get the full story from Young Television.



MONTGOMERY, ALABAMA

Montgomery, Alabama — Channel 20

Nationally Represented by — YOUNG TELEVISION

Southeastern Representative — JAMES S. MYERS CO.

BBDO, CHICAGO, institutional advg.
TOTAL ADVG.: $7,000,000.
NET TV: $600,000.
SPOT TV: $1,400,000.

Standard Oil Co. (Ohio)
Midland Bldg., Cleveland, Ohio.
Executives: C. T. Foster, *pres.;* Samuel H. Elliott, *vp chg. sales;* Frank Kolb, *advg. mgr.*
Advertising Agency:
McCANN-ERICKSON, CLEVELAND
John Kinsella, *rad.-tv business mgr.*
SPOT TV: $537,540.

Sterling Drug Inc.
1450 Bdwy., New York 18.
Executives: James Hill, Jr., *chmn.;* Dr. J. Mark Hiebert, *pres.;* E. I. McClintock, M. L. Tainter, M. D., S. I. Clark, A. J. Burns, J. N. Cooke, Harold L. Hansen, *vp.*
Advertising Agencies:
DANCER-FITZGERALD-SAMPLE, NY, Bayer aspirin, Dr. Lyon's tooth powder, Energine, Haley's M-O, Phillips' Milk of Magnesia. Frank Moriarty, *tb.*
THOMPSON-KOCH, NY, Campho-Phenique, ironized yeast, Jayne's P-W Vermifuge, Midol, Molle. Bob Hall, *tb.*
COMPTON ADVG., NY, Fizrin. Hal Davis, *tb.*
CARL S. BROWN CO., NY, Fletcher Castoria, ZBT baby powder. Rose-Marie Vitanza, *tb.*
TOTAL ADVG.: $16,455,986.
NET TV: $2,638,741.
SPOT TV: $8,823,300.

Stokely-Van Camp, Inc. (Canned food div.)
941 N. Meridian, Indianapolis 6, Ind.
Executives: W. B. Stokely, Jr., *chmn. bd.;* K. F. Krimendahl, *pres.;* L. J. Noonan, *vice pres., dir., sls. & advg.;* H. R. Warren, *ass't to vp, sls.;* R. M. Watts, *dir., mktg. & advg.;* T. C. Alexander, Stokely *sls. mgr.;* Warren J. Dills, Van Camp *sls. mgr.;* W. H. Rehm, *advg. mgr.*
Advertising Agency:
LENNEN & NEWELL, NY.
TOTAL ADVG.: $2,323,316.
SPOT TV: $916,270.

Stroh Brewery Co.
909 E. Elizabeth St., Detroit 26, Mich.
Executives: John W. Stroh, *pres.;* John W. Shenefield, *vp & treas.;* H. S. Wagoner, *vp, sls.;* A. W. Bentler, *sls. prom. mgr.*
Advertising Agency:
ZIMMER, KELLER, CALVERT INC., DETROIT, A. H. Ritter, *ae.*
SPOT TV: $401,260.

Studebaker-Packard Corp.
635 S. Main St., South Bend 27, Ind.
Executives: H. E. Churchill, *pres.;* S. A. Skillman, *vp & gen. sls. mgr.;* W. C. Lockwood, *pub. rel. dir.;* J. W. Orr, *mdsg. mgr.;* K. Stedman, *super. advg.*
Advertising Agency:
BURKE, DOWLING, ADAMS, NY, Studebaker & Packard. Gordon Baird, *vp & ae.*
TOTAL ADVG: $8,000,000.
SPOT TV: $500,000.

Sunshine Biscuits, Inc.
29-10 Thomson Ave., Long Island City 1, N.Y.

(*Continued on page* 273)

Commercial Television Stations in the U. S.

(Corrected to December 15, 1957)

ALABAMA

Birmingham: WABT

Ch. 13. Owned by Alabama Broadcasting System Inc. Address: Box 2553. Zone 2. Phone: FA 2-3506. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Antenna: 505' above ground, 1,525' above sea level. Networks: NBC-TV (prim.), ABC-TV. Am station WAPI. Began operating May 29, 1949. Interconnected.

Representatives: National Harrington, Righter & Parsons Inc., Washington attorneys Fly, Shuebruk, Blume & Gaguine, consulting engineers Gautney & Jones.

Stockholders: Central New York Broadcasting Co.

Executives:
Henry P. Johnston, *managing director & president*
Charles F. Grisham, *vice president & general manager*
Ray A. Furr, *vice president in charge of programming*
Tom M. Percer, *sales manager*
J. V. Sanderson, *chief engineer*
Charles Davis, *news director*
Boyd Evans, *farm director*
Bette Lee, *women's director*
James B. Chenoweth, *promotion director*

Services: News AP. Live studios, number 2, size of largest 40' x 60', number live cameras 5 Image Orthicons, number remote cameras 5.

Film & ID: 2 16 mm film projectors; 2 projection chains; 2 slide projectors, 2x2 tape mounted; metal mounted acceptable. Call letters ¾ upper right preferred. Horizontal band at top acceptable. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; Houston Developer negative and reversal.

Color Equipment: network, film, slides.

Rates: Class AA one hour live $800, film $800. Minute spot live $250, film $250. ID rate $125.

Birmingham: WBRC-TV

Ch. 6. Owned by WBRC, Inc. Address: Atop Red Mountain. Zone 9. Phone: FAirfax 2-4701. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow: visual 100 kw, aural 50 kw. Antenna: 546' above ground, 1,580' above sea level. Networks: CBS-TV (prim.). Am station WBRC. Began operating July 1949.

Representatives: National The Katz Agency Inc. Washington attorneys Koteen & Burt.

Stockholders: Radio Cincinnati Inc. — WKRC-TV—(67%); Hulbert Taft Jr. (15%); David G. Taft (10%); Louise H. Ingalls (8%).

Executives:
Hulbert Taft Jr., *president*
R. T. Schlinkert, *general manager*
Oliver Naylor, *sales manager*
Keith E. Barze, *program director*
R. L. DuPriest, *chief engineer*
Jim Atkins, *news director*
Benton Morgan, *farm director*
Tom York, *sports director*
Jerry Thompson, *sales promotion manager*
Richard S. Stephen, *local sales manager*

Services: News AP. Live studios, number 2, size of largest 28' x 48', number live cameras 4.

Remote equipment: 1 remote bus, 2 microwave units, number remote cameras 3 camera chains.

Film & ID: 2 RCA 16 mm film projectors; 2 Gray Telejectors, 2x2 slides; 1 rear screen slide projector, 4x5 slides. Film should be sent to Film Director. Film required 48 hrs. before telecast; slides 24 hrs., artwork 48 hrs. Film editing services; Houston Fearless processor, 16 mm film stock.

Color Equipment: network.

Rates: Class A one hour live $960, film $850. Minute spot live $255, film $250. ID rate $125.

Decatur: WMSL-TV

Ch. 23. Owned by Tennessee Valley Radio & Television Corp. Address: 701 Bank. Phone: 802-3-4. Authorized eff. rad. pow.: visual 189 kw, aural 102 kw. Antenna: 383' above ground, 973' above sea level. Networks: NBC-TV (prim.), CBS-TV Am station WMSL. Began operating July 4, 1954. Interconnected.

Representatives: National Jack Masla & Co. Inc., Washington attorney Harry Daily, consulting engineers John Mullaney.

Stockholders: Frank Whisenant, president & general manager (69%); Mrs. Frank Whisenant (6%); James King (5%); Bryan McAffee (3%)—principal stockholders.

Executives:
Frank Whisenant, *president & general manager*
Louis Blizzard, *manager & news*
Alice Whisenant, *program director*
Alvin Millwood, *chief engineer*
Gene Harwell, *sports*

Services: News AP. Live studios, number 1, size of largest 21' x 30', number live cameras 1.

Film & ID: 2 RCA TP 16 F film projectors; 2x2 slide projectors. Film required 24 hrs. before telecast; slides 12 hrs.

Rates: Class A one hour live $150. Minute spot film $35. ID rate $20.

Dothan: WTVY

Ch. 9. Owned by WTVY Inc. Address: Cottonwood Rd. Phone: 5-2810, 5-1548. Authorized eff. rad. pow.: visual 28.2 kw, aural 14.1 kw. Antenna: 457' above ground, 835' above sea level. Networks: CBS-TV, ABC-TV. Began operating February 12, 1955.

Representatives: National Young Television Corp., regional Clarke Brown Co., Washington attorneys Miller & Schroeder, consulting engineers Commercial Radio Equipment Co.

Stockholders: Charles Woods, president (20.95%); F. E. Busby, executive vice president & general manager (12.86%); Dr. Paul Flowers, treasurer (14.76%); J. T. Thrower, vice president (10.48%); Alto V. Lee III, secretary (.95%); Huey D. McInnish, assistant secretary (.95%); 20 other stockholders, each owning less than 3.33%.

Executives:
F. E. Busby, *executive vice president & general manager*
Arthur Creamer, *sales manager*
Daryl Griffin, *program manager*
Ellis Anderson, *chief engineer*

Rates: Class A one hour $150. Minute spot $30. ID rate $15.

Florence: WOWL-TV

Ch. 15. Owned by Television Muscle Shoals Inc. Address: 840 Cypress Mill Rd. Phone: AT 2-7711. Authorized eff. rad. pow.: visual 20.8 kw, aural 11.6 kw. Operating pow. visual 1 kw, aural .6 kw. Networks: CBS-TV, NBC-TV (prim.). Am station WOWL. Began operating October 1, 1957. Interconnected.

Representatives: National Forjoe-Tv Inc., Washington attorneys John C. Martin (Tuscumbia), consulting engineers Lynne C. Smeby.

Stockholders: Richard B. Biddle, president & treasurer (25%); Bryan Miley, secretary (12.5%); C. V. Green (12.5%); Radio Muscle Shoals Inc. (25%); James B. Gambill (12.5%); George W. McBurney, vice president (12.5%).

Executives:
Richard B. Biddle, *president*
Jack A. Worley, *commercial manager*
John Utley, *program director*
Larry Rohling, *chief engineer*
Bill Wynne, *sports director*

Services: Live studios, number 3, size of largest 30' x 60', number live cameras 2.

Film & ID: 16 mm film projectors; standard ID slide projectors. Film should be sent to John Utley. Film required 24 hrs. before telecast; slides 6 hrs., artwork 48 hrs. Film editing services; complete processing of ID slide and 16 mm motion picture film.

Color Equipment: network.

Rates: Class A one hour live $250, film $200. Minute spot live $60, film $50. ID rate $25.

Mobile, WALA-TV

Ch. 10. Owned by Pape Television Co. Inc. Address: 210 Government St. Phone: HEmlock 3-3756. Authorized eff. rad. pow.: visual 316 kw, aural 190 kw. Operating pow: visual 316 kw, aural 190 kw. Antenna: 573' above ground, 732' above sea level. Networks: NBC-TV (prim.), ABC-TV. Am station WALA. Began operating January 14, 1953. Interconnected.

Representatives: National H-R Representatives Inc., Washington attorneys Dow, Lohnes, Albertson, consulting engineers L. J. N. DuTrell & Assoc.

Stockholders: W. O. Pape (99.6%); W. B. Pape (.2%); W. F. Joseph (.2%)

Executives:
W. O. Pape, *president*
W. B. Pape, *executive vice president & general manager*

Ratings are up 5th straight time on Channel 5 ... in Mobile

With Nielsen and A.R.B. already showing WKRG-TV leading by a country-mile in Mobile, the new TELEPULSE (Sept. '57) shows Channel 5 out in front even more.

WKRG-TV Leads 372 to 89

TELEPULSE (Sept. '57) reports WKRG-TV leading Station X in 372 quarter hours to 89 (one tie). WKRG-TV has 15 of "Top 15 Once-a-Week Shows" . . . 7 out of 10 "Top Ten Multi-Weekly Shows."

Sunday through Saturday (6 P.M. to Midnight) WKRG-TV leads in 155 quarter hours to 12 for Station X. Monday through Friday (7 A.M. to 6 P.M.) WKRG-TV leads in 165 quarter hours to 55 for Station X. WKRG's Saturday daytime lead is 4-to-1. WKRG-TV's Sunday daytime lead is 5-to-1.

How else can we say any time is better time on WKRG-TV! For availabilities, call your Avery-Knodel office or C. P. Persons, Jr., Vice-President and General Manager.

NIELSEN GIVES US THIS BONUS:

	Population	Families	C.S.I.	T.R.S.
WKRG-TV	1,258,000	336,000	$1,467,000,000	$1,060,000,000
Station "X"	1,087,000	290,000	1,316,000,000	954,000,000
WKRG-TV Bonus	161,000	46,000	$ 151,000,000	$ 106,000,000

Channel 5 CBS **wkrg-tv** REPS: AVERY-KNODEL

Jim McNamara, *national sales manager*
Dick McMullen, *program director & sports director*
Raymond Hurley, *chief engineer*
C. C. Badger, *public relations & news director*
Chuck Thompson, *farm director*
Marie Suffel, *women's director*
Phil Forrest, *merchandise manager & research director*

Services: News AP. Live studios, number 2, size of largest 50' x 20', number live cameras 2.

Film & ID: 1 32 mm film projectors; 1 Master Vu-Graph rear screen projector; 2 RCA camera chains; 2 slide projectors. Film should be sent to Jack Prater. Film required 24 hrs. before telecast; slides 24 hrs., artwork 24 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $495, film $450. Minute spot live $95, film $90. ID rate $45.

Mobile: WKRG-TV

Ch. 5. Owned by WKRG-TV Inc. Address: 162 St. Louis St. Phone: HEmlock 2-6789. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Antenna: 459' above ground, 644' above sea level. Networks: CBS-TV (prim.). Am & fm stations WKRG. Began operating August 29, 1955.

Representatives: National Avery Knodel, Inc., Washington attorneys McKenna & Wilkinson, consulting engineers Commercial Radio Equipment Co.

Stockholders: Kenneth R. Giddens, president (20%); Joseph H. Little, vice president (6.66%); Andrew C. Smith, treasurer; Shirley R. Konrad (10%); T. J. Rester Jr. (10%); Spring Hill College (6.66%); Alfred F. Delchamps (4.44%); Louis Brannan (6.66%); O. H. May (4.44%); William H. Armbrecht Jr., secretary (4%); T. K. Jackson Jr. (8.88%); 9 others, none owning more than 3.33%. Andrew Smith is president of Spring Hill College.

Executives:
Kenneth R. Giddens, *president*
C. P. Persons Jr., *vice president & general manager*
James Evans, *chief engineer*
George C. Layne, *program & production director*
Betty Thorburn, *promotion manager*

Color Equipment: network.

Rates: Class AA one hour live $585, film $450. Minute spot live $117, film $90. ID rate $45.

Montgomery: WCOV-TV

Ch. 20. Owned by Capitol Broadcasting Co. Address: Adrian Lane. Phone: 5-3561. Authorized eff. rad. pow.: visual 200 kw, aural 100 kw. Operating pow.: visual 200 kw, aural 100 kw. Antenna: 460' above ground, 680' above sea level. Networks: CBS-TV (prim.), ABC-TV. Am station WCOV. Began operating April 22, 1953. Interconnected.

Representatives: National Young Television Corp. Welch, Mott & Morgan Washington attorneys, W. J. Holey (Atlanta) consulting engineers.

Stockholders: Oscar P. Covington, president (26.28%); Clara R. Covington, vice president (13.89%); Hugh M. Smith, secre-

tary-treasurer (15.17%); Margaret Covington Milwee, director (6.94%); Ethel Covington, director (13.89%); Peggy Milwee Carlton, director (13.89%); W. I. Milwee (6.94%).

Executives:
Oscar P. Covington, *president*
Hugh M. Smith, *general manager*
Morris South, *local commercial manager*
Caldwell Stewart, *program director*
W. D. Weatherly, *chief engineer*
Bob Underwood, *news director*
Martha Hall, *women's director*
Bill Smith, *sports director*

Services: News UP. Live studios, number 2, size of largest 30′ x 50′, number live cameras 2.

Film & ID: 2 16 mm film projectors; 2x2 slide projectors. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services.

Rates: Class A one hour live on request, film $200. Minute spot live on request, film $40. ID rate $20.

Montgomery: WSFA-TV

Ch. 12. Owned by WKY Television System. Address: 10 East Delano St. Zone 6. Phone: AMhurst 5-1251. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Antenna: 823′ above ground, 1,483′ above sea level. Networks: NBC-TV (prim.), ABC-TV. Began operating December 25, 1954. Interconnected.

Representatives: National The Katz Agency, Inc., Pierson, Ball & Dowd Washington attorneys, A. D. Ring & Assoc. consulting engineers.

Stockholders: Oklahoma Publishing Co. (100%).

Executives:
E. K. Gaylord, *president*
Eugene B. Dodson, *vice president & stations manager*
Carter Hardwick, *commercial manager*
M. H. Yeoman, *national sales & promotion manager*
Gene Jacobsen, *program manager & film buyer*
Sam P. Spivey, *production manager*
Robert M. Hayward, *chief engineer*
Crawford Rice, *news director*

Services: News AP, UP. Live studios, number 2, size of largest 40′ x 47′, number live cameras 2. Remote equipment: completely equipped mobile unit number remote cameras 2.

Film & ID: 2 16 mm film projectors; 4 2x2 slide projectors, SRA Standards. Film should be sent to Operations Desk, WSFA-TV, P.O. Box 2566, Montgomery 6. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; Houston processor DuPont 931A.

Color Equipment: network.

Rates: Class A one hour $450. Minute spot film $100. ID rate film $50.

ARIZONA

KVAR: Mesa (Phoenix)

Ch. 12. Owned by KTAR Broadcasting Co. Address: 1101 N. Central Ave., Phoenix. Phone: AL 4-4161. Authorized eff. rad. pow.: visual 31.6 kw, aural 15.8 kw. Operating pow: visual 31.6 kw, aural 15.8 kw. Antenna: 97′ above ground, 2,757′ above sea level. Networks: NBC-TV (prim.). Am station KTAR. Began operating April 23, 1953. Interconnected.

Representatives: National Avery-Knodel Inc., Washington attorneys Segal, Smith & Hennessey, consulting engineers George C. Davis.

Stockholders: John J. Louis, chairman, and family (68.23%); Richard O. Lewis, president (17.47%); E. W. Harvey, vice president (1.55%); B. R. Fulbright, secretary-treasurer (1.39%); Sam Kahan (7.73%).

Executives:
John J. Louis, *chairman*
Richard O. Lewis, *president & general manager*
E. W. Harvey, *commercial manager*
Bob Vache, *program director*
John Beck, *chief engineer*

Services: News AP. Live studios, number 2, size of largest 50′ x 80′, number live cameras 5. Remote equipment: 6 camera remote van, number remote cameras 5.

Film & ID: 4 16 mm film projectors; 3 35 mm slide projectors; 1 4x5 R.V.P. w/12′ screen. Film should be sent to Betty Campbell, Film Director. Film required 24 hrs. before telecast; slides 24 hrs., artwork 24 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $450. Minute spot live $90. ID rate $45.

Phoenix: KOOL-TV

Ch. 10. Owned by KOOL Radio Television Inc. Address: 511 W. Adams St. Phone: ALpine 3-3121. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Antenna: 264′ above ground, 2,905′ above sea level. Networks: CBS (prim.). Am station KOOL. Began operating October 19, 1953.

Representatives: National George P. Hollingbery Co., Washington attorneys Barnes & Nielsen, consulting engineers John Mullaney.

Stockholders: Gene Autry (56.38%); Frank Beer (4.96%); Tom Chauncey (19.19%); Tom & Ann Kerney (19.47%). Gene Autry also owns 51% of KMPC Los Angeles and 48% of KOLD-TV Tucson. Tom Chauncey owns 20% of KOLD-TV. Messrs. Autry and Kerney each own 12.5% of Phoenix Gazette & Arizona Republic.

Executives:
Gene Autry, *chairman: board of directors*
Tom Chauncey, *president & general manager*
Homer Lane, *assistant general manager*
Kenneth Morton, *station manager*
Jack Murphy, *assistant station manager & program director*
Robert Miller, *sales manager*

Services: News UP, CBS Newsfilm service. Live studios, number 2, size of largest 25′ x 62′, number live cameras 3. Remote equipment: number remote cameras 3.

Film & ID: 2 16 mm film projectors; 2 35 mm slide projectors, 2x2 transparencies, 4x5 opaques. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; Houston Fearless film developer 16 mm, complete S.O.F. and kinescoping facilities.

Color Equipment: network.

Rates: Class A one hour live $550, film $550. Minute spot live $100, film $100. ID rate $50.

Phoenix: KPHO-TV

Ch. 5. Owned by Meredith-Engineering Co. Address: 631 N. 1st Ave. Phone: ALpine 8-4511. Authorized eff. rad. pow.: visual 17.5 kw, aural 100 kw. Operating pow: visual 17.5 kw, aural 100 kw. Antenna: 497′ above ground, 1,585′ above sea level. Am station KPHO. Began operating December 4, 1949. Non-interconnected.

Representatives: National The Katz Agency Inc., Washington attorneys Haley, Wollenberg & Kenehan.

Stockholders: Meredith Engineering Co., 100% owned by Meredith Publishing Co., Des Moines, Iowa, publisher of *Better Homes & Gardens* and *Successful Farming.*

Executives:
Fred Bohen, *president*
Richard B. Rawls, *general manager*
Howard Stalnaker, *assistant station manager*
Robert Martin, *program director*
George McClanathan, *chief engineer*
Johnny Green, *news director*
Gene Spry, *farm director*
Art Brock, *sports director*

Services: News INS, UP. Live studios, number 3, size of largest 35′ x 50′, number live cameras 4. Remote equipment: 1 truck, number remote cameras 2.

Film & ID: 4 16 mm film projectors; 2 2x2 tape or metal mounted slide projectors, safe viewing area 10/16x15/16. Film should be sent to Al Rau, Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services: Houston Processor, 16 mm Du Pont reversal.

Color Equipment: network.

Rates: Class A one hour live $450, film $450. Minute spot live $100, film $100. ID rate $50.

Phoenix: KTVK

Ch. 3. Owned by Arizona Television Co. Address: 3435 North 16th St. Phone: AMherst 6-5691. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw. aural 50 kw. Antenna: 228′ above ground, 3,018′ above sea level. Networks: ABC-TV (prim.). Began operating March 1, 1955. Interconnected.

Representatives: National Weed Television Corp. Welch, Mott & Morgan Washington attorneys.

Stockholders: Ernest W. MacFarland, president (40%); Leon M. Nowell, vice president (20%); Ralph A. Watkins, vice president-treasurer (20%); Edward Cooper (.2%); Delbert Lewis (12.56%); H. R. Larson, secretary (5%); Lorenzo Wright (.1%); Bassett Wright (.14%); Roland Bibolet (2.0%).

Executives:
Ernest W. MacFarland, *president.*
Leon M. Nowell, *vice president & general manager*
Burton B. LaDow, *station manager & commercial manager*
George McLouth, *chief engineer*
Don Tuckwood, *program director*

Services: News UP. Live studios, number 3, size of largest 45′ x 70′, number live cameras 3. Remote equipment: complete RCA Mobile Unit, number remote cameras 3 RCA.

Film & ID: 2 16 mm film projectors; 2 2x2

Select-o-Slide slide projectors. Film should be sent to Film Editor. Material required by station prior to telecast: film 48 hrs.; slides 48 hrs.; artwork 48 hrs. Film editing services.

Color Equipment: Film, Slides.

Rates: Class A one hour film $400. Minute spot film $80. ID rate $40.

Phoenix: KVAR (see Mesa)

Tucson: KGUN-TV

Ch. 9. Formerly KDWI-TV. Owned by Tucson Television Co. Inc. Address: 2175 North 6th Ave. Phone: MAin 3-3633. Operating pow.: visual 63.1 kw, aural 32.4 kw. Antenna: 237′ above ground, 8,737′ above sea level. Networks: ABC (prim.). Began operating June 3, 1956. Interconnected.

Representatives: National Headley-Reed TV, regional Clark Brown Co., Washington attorneys Welch, Mott & Morgan.

Stockholders: H. U. Garrett; Taylor Milton; Tom E. Foster; Tolbert Foster; W. E. Dyche Jr.; D. E. Whittenberg; C. M. Peters.

Executives:
Tom E. Foster, *president*
Tolbert Foster, *vice president & general manager*
Ben L. Slack, *commercial manager*
James W. Hays, *station manager & program director*
Don Peterson, *director of engineering*
Shep Riblet, *news director*
Wayne Douglas, *sports director*

Services: News UP. Live studios, number 2, size of largest 42′ x 70′, number live cameras 2.

Film & ID: 2 16 mm film projectors; 2 2x2 slide projectors. Film should be sent to James W. Hays or Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network, film, slides.

Rates: Class A one hour live $300, film $300. Minute spot live $60, film $60. ID rate $30.

Tucson: KOLD-TV

Ch. 13. Formerly KOPO-TV. Owned by Old Pueblo Broadcasting Co. Address: 115 W. Drachman St. Phone: MAin 4-2511. Authorized eff. rad. pow.: visual 30 kw, aural 15 kw. Antenna: 205′ above ground, 2,573′ above sea level. Networks: CBS-TV (prim.). Am station KOLD. Began operating January 13, 1953.

Representatives: National George P. Hollingbery Co., Washington attorneys Maurice Barnes, consulting engineers Page, Creutz, Steel & Waldschmitt.

Stockholders: Harold C. Tovrea, president (10%); Tom Chauncey, vice president (20%); Tom Kerney (20%); Gene Autry (48%); E. S. Mittendorf, secretary-treasurer. Interlocking ownership with KOOL-TV Phoenix.

Executives:
Tom Chauncey, *managing director*
E. S. Mittendorf, *general manager*
Paul Plunkett, *assistant general manager*
Bernie Perlin, *general sales manager*
Budd Wiener, *program manager*
Bob Shriner, *chief engineer*

Rates: Class A one hour film $250. Minute spot film $50. ID rate $25.

Tucson: KVOA-TV

Ch. 4. Owned by Arizona Broadcasting Co. Inc. Address: 209 West Elm St. Phone: MA 3-2555. Authorized eff. rad. pow.: visual 5 kw, aural 2.5 kw. Operating pow: visual 2 kw, aural 1 kw. Antenna: 263′ above ground, 2,627′ above sea level. Networks: NBC (prim.). Am station KVOA. Began operating September 27, 1953. Interconnected.

Representatives: National The Branham Co. Washington attorneys Cohn & Marks, consulting engineers George C. Davis.

Stockholders: Clinton D. McKinnon, president (25%); Bernard Weinberg, vice president (25%); Harold Garfield, treasurer (25%); Arthur A. Desser, secretary (25%).

Executives:
Clinton D. McKinnon, *president & general manager*
W. R. DuBois, *commercial manager*
Henry Hubbard, *program director*
Raymond H. Holsclaw, *chief engineer*
James Maize, *news director*
Arthur B. Waller, *sports director*

Services: News AP. Live studios, number 2, size of largest 40′ x 50′.

Film & ID: 2 16 mm film projectors; 1 35 mm slide projector, ex. 2x2⅛. Tv area 2 7/32x1⅛. Film should be sent to E. Wood, film director. Film required 24 hrs. before telecast; slides 24 hrs., artwork 36 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $300, film $300. Minute spot live $60, film $60. ID rate $30.

Yuma: KIVA

Ch. 11. Owned by Valley Telecasting Co. Address: Bin 1671. Phone: STate 6-8311. Authorized eff. rad. pow.: visual 28.8 kw, aural 14.6 kw. Operating pow.: visual 28.8 kw, aural 14.6 kw. Antenna: 485′ above ground, 733′ above sea level. Networks: ABC, CBS, NBC. Began operating October 1953. Interconnected.

Representatives: National George P. Hollingbery Co. Washington attorneys Arnold, Fortas & Porter.

Stockholders: Harry C. Butcher (100%).

Executives:
Harry C. Butcher, *president*
Ray C. Smucker, *vice president, general manager & farm director*
Edward J. Marsett, *general sales manager*
Leavenworth Wheeler, *station operations manager*
Russ Siner, *program director*
Blake Ramsey, *chief engineer*
Hayes Stewart, *news director*
Len Burkland, *sports director*
Art Fszol, *production director*
Aretta Crowell, *film director*

Services: News AP. Live studios, number 1, number live cameras 2.

Film & ID: 2 16 mm film projectors; 1 slide projector, 2x2 tape bound or metal mounts, scanned area 1x1.33. Film should be sent to Aretta Crowell, film director. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services.

Rates: Class A one hour live $240, film $200. Minute spot live $45, film $40. ID rate $20.

ARKANSAS

El Dorado: KRBB

Ch. 10. Owned by South Arkansas Television Co. Inc. Address: U. S. Highway 167 South, Box 791. Phone: 2-3488. Authorized eff. rad. pow.: visual 24 kw, aural 12 kw. Antenna: 637′ above ground, 855′ above sea level. Networks: NBC-TV, ABC-TV. Began operating November 18, 1955.

Representatives: National Richard O'Connell (New York & Illinois), regional Clarke Brown Co. (south & southwest), consulting engineers Robert M. Silliman.

Stockholders: Dr. Joe F. Rushton, president (33.3%); W. C. Blewster Jr., vice president (33.3%); William M. Bigley, secretary-treasurer (33.3%). Ownership interlocks with radio KVMA Magnolia, Ark.

Executives:
Dr. Joe F. Rushton, *president*
William Bigley, *general manager*
Pat Williams, *promotion manager*
Larry Self, *chief engineer*
John Turner, *studio manager*

Rates: Class A one hour $200. Minute spot $40. 10 sec. $10.

Fort Smith: KFSA-TV

Ch. 22. Owned by Southwestern Radio & Television Co. Address: Southwestern House, 920 Rogers Ave. Phone: SUnset 2-9125. Authorized eff. rad. pow.: visual 265 kw, aural 145 kw. Operating pow: visual 22 kw, aural 12 kw. Antenna: 349′ above ground, 783′ above sea level. Networks: NBC-TV, ABC-TV. Am station KFSA. Began operating July 10, 1953.

Representatives: National Venard, Rintoul & McConnell Inc. Television Co., Inc., Washington attorneys Haley, Wollenberg & Kenehan, consulting engineers Lohnes & Culver.

Stockholders: Donald W. Reynolds, president (100%); C. W. Parkinson, secretary. Donald Reynolds owns KOLO-TV Reno (KOLO) & KLRJ-TV Henderson (KORK), has controlling interest in KHBC Okmulgee, Okla., and KBRS Springdale, Ark. Principals also own Southwestern Publishing Company, publisher of *Fort Smith Southwest American & Times-Record, Las Vegas Review Journal* and other newspapers in Arkansas, Nevada and Oklahoma.

Executives:
Donald W. Reynolds, *president*
William Slates, *general manager*
John Whitt, *commercial manager*
Paschal Porta, *program director*
Alma Duncan, *traffic manager*
Robert W. Platt Jr., *chief engineer*

Rates: Class A one hour film $200. Minute spot live $50, film $40. ID rate $20.

Fort Smith: KNAC-TV

Ch. 5. Owned by American Television Co. Inc. Address: 200 Kelley Bldg. Phone: SUnset 3-3131. Authorized eff. rad. pow.: visual 50.1 kw, aural 25.1 kw. Operating pow: visual 28.8 kw, aural 15.6 kw. Networks: CBS (prim.). Began operating December 3, 1956. Interconnected by microwave.

Representatives: National H-R Television Inc., regional, Washington attorneys Cottone & Scheiner, consulting engineers Carr & Assoc.

Stockholders: Harry Pollock (50%); George Hernreich (50%).

Executives:
Jack Sobol, *president*
Glenn White, *general manager*
Rex Hayes, *local sales manager*
Rubin L. Masters, *chief engineer*

Services: News AP. Live studios, number 1, size of largest 50' x 50', number live cameras 1.

Film & ID: 2 16 mm film projectors; 2 Selecto-slide slide projectors. Film should be sent to Glenn White. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services.
Rates: Class A one hour live $250, film $250. Minute spot live $50, film $50. ID rate $25.

Little Rock: KARK-TV

Ch. 4. Owned by Arkansas Radio & Equipment Co. Address: 10th and Spring Sts. Phone: FRanklin 6-2481. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow: visual 100 kw, aural 50 kw. Antenna: 1,175' above ground, 2,209' above sea level. Networks: NBC-TV (prim.). Am station KARK. Began operating March 24, 1954. Interconnected.

Representatives: National Edward Petry & Co. Inc., Washington attorneys Spearman & Roberson, consulting engineers Lohnes & Culver.

Stockholders: T. H. Barton, president (80%); T. K. Barton, executive vice president (20%).

Executives:
T. H. Barton, *president*
T. K. Barton, *executive vice president*
Douglas J. Romine, *vice president & station manager*
Lee Bryant, *commercial manager*
Fred Schmutz, *program director*
Shirley R. Kennedy, *promotion director*
Champ Smith, *chief engineer*
Bob Kemp, *news director*
Bob Buice, *farm director*
Pat Fontaine, *women's director*
Bud Campbell, *sports director*

Services: News AP, AP Photofax. Live studios, number 2, size of largest 56' x 63', number live cameras 4. Remote equipment: remote truck, RCA microwave link, number remote cameras 2.

Film & ID: 2 RCA TP-6-B 16mm film projectors; 2 2x2 Spindler & Sauppe Selectro-slide Jr. slide projectors, safe viewing area 3/4x15/16.
Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 1 wk. Film editing services; Bridgamatic 16 mm negative; Houston 16 mm positive-negative, positive & reversal.

Color Equipment: network.

Rates: Class A one hour live $500, film $500 station time only. Minute spot live $121, film $110. 10 sec. ID rate $55.

Little Rock: KATV (See Pine Bluff)

Little Rock: KTHV

Ch. 11. Owned by Arkansas Television Co. Address: 720 Izard. Phone: FRanklin 4-3764. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow: visual 316 kw, aural 158 kw. Antenna: 1,158' above ground, 2,205' above sea level. Networks: CBS-TV (prim.). Am station KTHS. Began operating November 27, 1955. Interconnected.

Representatives: National The Branham Co., Washington attorneys Dempsey & Koplovitz, consulting engineers A. Earl Cullum Jr.

Stockholders: Radio Broadcasting Inc., operator of KTHS (42%); *Arkansas Democrat* (32%); National Equity Life Insurance Co. (16%); K. August Engel (10%).

Executives:
K. A. Engel, *president*
Henry B. Clay, *executive vice president*
B. G. Robertson, *general manager*
W. V. Hutt, *commercial manager*
Jack Bomar, *program director*
Cecil Suitt, *chief engineer*
Bill Neel, *news director*
Marvin Vines, *farm director*
Evelyn Elman *women's director*
Benny Craig, *sports director*
John Pounders, *promotion manager*

Services: News UP, AP & Facsimile. Live studios, number 2, size of largest 40'x50', number live cameras 3.

Film & ID: 2 16mm film projectors; 1 2x2 slide projector. Film should be sent to Jack Bomar. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; Houston 16 mm.

Color Equipment: network.

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KATV
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JOHN H. FUGATE
GENERAL MANAGER
POST OFFICE BOX 1788
LITTLE ROCK, ARK.

STATIONS: ARK.-CALIF.

Rates: Class A one hour live $525, film $450. Minute spot live $110, film $100. ID rate $50.

Pine Bluff-Little Rock: KATV

Ch. 7. Owned by Central South Sales Co. Address: 100 Williams Rd., Pine Bluff. Phone: JEfferson 4-2051. Authorized eff. rad. pow.: visual 170 kw, aural 91.2 kw. Antenna: 922' above ground, 1,322' above sea level. Network: ABC-TV (prim.). Began operating December 18, 1953.

Representatives: National Avery-Knodel Inc., Washington attorneys Spearman & Roberson, consulting engineers Paul Godley Co.

Stockholders: John T. Griffin, chairman (45%); James C. Leake, president (45%); Bryan Mathes, secretary-treasurer (10%). Also own 50% of KWTV Oklahoma City and control radio stations KTUL Tulsa and KFPW Fort Smith, Ark.

Executives:
John T. Griffin, *chairman of the board*
James C. Leake, *president*
Bryan Mathes, *secretary-treasurer*
Mike Shapiro, *executive vice president*
John H. Fugate, *general manager*
Joe Myers, *promotion manager*
A. R. Garrett, *chief engineer*
Don Curran, *program manager & Pine Bluff sales manager*
Oscar Alagood, *Little Rock sales manager*
Arthur Hightaian, *Hot Springs sales manager*

Rates: Class A one hour $350. Minute spot $70. 10 sec. $35.

Texarkana: KCMC-TV (See Texarkana, Texas)

CALIFORNIA

Bakersfield: KBAK-TV

Ch. 29. Owned by Bakersfield Broadcasting Co. Address: 29 Woody Rd., Box 1448. Phone: EXport 9-1761. Authorized eff. rad. pow.: visual 19 kw, aural 10.5 kw. Operating pow: visual 19 kw, aural 10.5 kw. Antenna: 396' above ground, 1,326' above sea level. Networks: ABC-TV, CBS-TV. Began operating August 1953. Interconnected.

Representatives: National Weed Television Corp., Washington attorneys John P. Hearne, consulting engineers Robert Hammett.

Stockholders: Chronicle Publishing Company (97⅓%); Charles Thieriot (1⅔%); Harold P. See (1%).

Executives:
Harold P. See, *president*
Al Constant, *vice president & general manager*
James Garner, *chief engineer*

Services: News UP. Live studios, number 1, size of largest 60' x 75', number live cameras 2.

Film & ID: 2 film chains; 2 16 mm film projectors; 2 standard slide projectors. Film should be sent to Film Room. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Rates: Class A one hour film $350. Minute spot film $70. ID rate $35.

Bakersfield: KERO-TV

Ch. 10. Owned by Wrather-Alvarez Broadcasting Inc. Address: 1420 Truxtun Ave. Phone FAirview 7-1441. Authorized eff. rad. pow.: visual 110 kw, aural 55 kw. Operating pow: visual 110 kw, aural 55 kw. Antenna: 183' above ground, 7,668' above sea level. Networks: NBC-TV (prim.), ABC-TV. Began operating September 26, 1953. Interconnected.

Representatives: National Edward Petry & Co. Inc., Washington attorneys Welch, Mott & Morgan, consulting engineers Robert L. Hammett.

Stockholders: J. D. Wrather (38.89%); Helen Alvarez (38.89%); Edward Petry & Co. (22.22%).

Executives:
J. D. Wrather, Jr., *president*
George Whitney, *vice president*
Arthur M. Mortensen, *general manager*
Roland Kay, *sales manager*
Kenneth R. Croes, *program director*
Edwin A. Andress, *chief engineer*
Burleigh Smith, *news director*
Joseph Henning, *promotion & art director*
Frank Gifford, *sports director*

Services: News UP. Live studios, number 2, size of largest 18' x 36', number live cameras 3. Remote equipment: panel truck, number remote cameras 1.

Film & ID: 2 RCA 16 mm film projectors; 1 Gray 2x2 dual disc slide projector. Film should be sent to Kenneth R. Croes, Film Director. Film required 48 hrs. before telecast: slides 48 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $700, film $500. Minute spot live $130, film $100. ID rate $50.

Chico: KHSL-TV

Ch. 12. Owned by Golden Empire Broadcasting Co. Address: 180 E. 4th St. Phone: FIreside 2-0141. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow: visual 25 kw, aural 12.5 kw. Antenna: 284' above ground, 3,779' above sea level. Networks: CBS (prim.), ABC. Am station KHSL. Began operating August 29, 1953. Interconnected.

Representatives: National Avery Knodel Inc., Washington attorneys Haley, Wollenberg & Kenehan, consulting engineers Kear & Kennedy.

Stockholders: Mrs. Hugh McClung (92.5%); Hugh McClung Jr. (5%); Martha McClung Roberts (2.5%).

Executives:
Mrs. Hugh McClung, *president & general manager*
M. F. Woodling, *station manager*
George Ross, *national commercial manager*
J. A. Pero, *local commercial manager*
Martin Jacobsen, *program director*
Russell B. Pope, *chief engineer*
Terry Nolan, *news director*
Jeanne Posey, *women's director*
Bud Hanna, *sports director*

Services: News UP. Live studios, number 3, size of largest 30' x 50', number live cameras 2.

Film & ID: 3 16 mm RCA film projectors; 3 Selectrol-Slide slide projectors for 2x2 slides. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 24 hrs., artwork 24 hrs. Film editing services; 16 mm film handled.

Color Equipment: network.

Rates: Class A one hour live $250, film $225. Minute spot live $45, film $37.50. ID rate $20.

Eureka: KIEM-TV

Ch. 3. Owned by Redwood Broadcasting Co. Address: Box 1021. Phone: HIllside 3-3123. Authorized eff. rad. pow.: visual 14.6 kw, aural 7.3 kw. Operating pow.: visual 14.6 kw, aural 7.3 kw. Antenna: 249' above ground, 3,049' above sea level. Networks: CBS-TV (prim.), NBC-TV, ABC-TV. Am station KIEM. Began operating October 25, 1953. Interconnected.

Representatives: National Blair Television Assoc., Dempsey & Koplovitz Washington attorneys, Lohnes & Culver consulting engineers.

Stockholders: Subsidiary of Redwood Bcstg. Co., Inc., William B. Smullin, president (100%).

Executives:
Wm. B. Smullin, *president*
Donald H. Telford, *vice president & director*
W. Edwin Smith, *station manager*
Robert Miller, *sales manager*
Donald R. King, *chief engineer*
Newton L. Steward, *news director*
Doug Pine, *farm director*

Services: News UP. Size of largest studio 40' x 70', number live cameras 1.

Film & ID: 2 16 mm sound film projectors; 1 35 mm slide projector. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services (cut-ins).

Rates: Class A one hour live $250, film $250. Minute or 20 sec. spot live $50, film $50. ID rate $25.

Fresno: KFRE-TV

Ch. 12. Owned by California Inland Broadcasting Co. Address: 733 L St. Phone: AMherst 8-6444. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow: visual 316 kw, aural 158 kw. Antenna: 241' above ground, 4,720' above sea level. Networks: CBS-TV (prim.). Am station KFRE. Began operating May 10, 1956.

Representatives: National Blair-Tv, Washington attorneys Pierson, Ball & Dowd, consulting engineers Lohnes & Culver.

Stockholders: Paul R. Bartlett (55%); William C. Crossland (38%); Keith L. Mealey (2.38%); Ed J. Frech (2.38%); Helen Johnson (2.24%).

Executives:
Paul R. Bartlett, *president*
Ed J. Frech, *vice president & manager*
John E. Barrett, *sales manager*
Hal O'Donnell, *program director*
Keith Mealey, *vice president in charge of engineering*
Russ Powell, *news director*
Wally Erickson, *farm director*

Services: News UP. Live studios, number 1, size of largest 60' x 95', number live cameras 2.

Film & ID: 2 16 mm film projectors; 2 35 mm slide projectors. Film should be sent to Film Director. Film required 48 hrs. before telecast; slides 48 hrs., artwork 5 days. Film editing services; Houston Fearless, negative process.

Color Equipment: network.

Rates: Class A one hour live $650, film $650. Minute spot live $150, film $150. ID rate $75.

Fresno: KJEO

Ch. 47. Owned by O'Neill Broadcasting Co. Address: Cedar & Shaw Sts. (Box 1708). Phone: BA 2-2411. Authorized eff. rad. pow.: visual 440 kw, aural 220 kw. Operating pow.: visual 440 kw, aural 220 kw. Antenna: 156' above ground, 4,614' above sea level. Network: ABC-TV. Began operating October 1, 1953. Interconnected.

Representatives: National The Branham Co., Joseph Brenner Washington attorneys.

Stockholders: J. E. O'Neill, president (100%).

Executives:
J. E. O'Neill, *president*
Joseph C. Drilling, *vice president & general manager*
W. O. Edholm, *commercial manager*
Ray Jacobs, *production manager*
Jack McElwain, *chief engineer*
Phil McPherson, *news & farm director*
Frances Quinn, *women's director*

Services: News AP. Live studios, number 2, size of largest 40' x 47', number live cameras 3. Remote equipment: microwave relays and receivers, number remote cameras 2.

Film & ID: 2 16 mm film projectors; 2 2x2 slide projectors. Film should be sent to Operations Desk. Film required 48 hrs before telecast; slides 48 hrs, artwork 72 hrs. Film editing services.

Color Equipment: network, local live.

Rates: Class A one hour live $600, film $600. Minute spot live $150, film $150. ID rate $75.

Fresno: KMJ-TV

Ch. 24. Owned by McClatchy Broadcasting Co. Address: 117 "N" St. Phone: 8-6666. Authorized eff. rad. pow.: visual 447 kw, aural 240 kw. Operating pow.: visual 447 kw, aural 240 kw. Antenna: 242' above ground, 3,638' above sea level. Networks: NBC-TV (prim.). Am station KMJ. Began operating June 1, 1953. Interconnected.

Representatives: National Paul H. Raymer Co., Washington attorneys Dow, Lohnes & Albertson, consulting engineers George C. Davis.

Stockholders: McClatchy Newspapers (100%).

Executives:
Eleanor McClatchy, *president*
John Edwards, *manager*
Wilson Lefler, *national sales & service manager*
Orbie Sullivan, *sales manager*
Joe Tomes, *program manager*
James B. Hancock, *chief engineer*
Dean Mell, *news editor*
Edward C. Sturgeon, *farm editor*
Tom Flynn, *production manager*
Marion Anderson, *traffic manager*
William Curtis, *film editor*

Services: News UP, Unifax Service. Live studios, number 2, size of largest 35' x 50', number live cameras 3 (if needed).

Film & ID: 2 RCA TP-16-D 16 mm, 2 RCA TP-6BC 16 mm film projectors; 3 35 mm slide projectors, SRA standards, 3 V RCA color chain. Film should be sent to Operations Desk, Att.: Wm. Curtis. Film required 2 working days before telecast; slides 2 working days, artwork 3 working days. Film editing services; 2 cine special 16 mm cameras, 2 Auricon Pru sound on film 16 mm camera, Houston Fearless 16 mm reversal film processor, hand operated tank color processor.

Color Equipment: network, film, slides. Color bar generator and RCA TK-26-A 3. Vidicon color chain.

Rates: Class AA one hour $600. Spot $150. ID rate $75. Live rates on request.

Los Angeles: KABC-TV

Ch. 7. Owned by American Broadcasting-Paramount Theatres Inc. Address: ABC Television Center, Prospect & Talmadge Aves. Zone 27. Phone: NOrmandy 3-3311. Authorized eff. rad: pow.: visual 165 kw, aural 82.5 kw. Antenna: 234' above ground, 5,940' above sea level. Networks: ABC-TV (prim.). Ab & fm stations KABC. Began operating September 16, 1949.

Representatives: National The Katz Agency, Inc., Washington attorneys McKenna & Wilkinson, consulting engineers Kear & Kennedy.

Stockholders: American Broadcasting-Para-

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*ARB . . . November 1957

mount Theatres Inc. (100%).

Executives:
Earl J. Hudson, *vice president, charge Western Division*
Selig J. Seligman, *general manager*
Elton H. Rule, *commercial manager*
Peter Robinson, *program director*
Theodore Grenier, *chief engineer*
Howard Lipstone, *film buyer*
Jack Brembeck, *promotion manager*
Pat O'Reilly, *news editor*

Services: News AP. Live studios, number 5. Remote equipment: 1 mobile unit.

Film & ID: 2 rear screen projectors; 4 16 mm, 4 35 mm film projectors; 4 slide projectors.

Rates: Class A one hour live $2,300, film $2,300. Minute spot live $500, film $500. ID rate $250 (8 sec.).

Los Angeles: KCOP

Ch. 13. Owned by KCOP Television Inc. Address: 1000 N. Cahuenga Blvd. Zone 38. Phone: HOllywood 2-7311. Authorized eff. rad. pow.: visual 170 kw, aural 83.2 kw. Operating pow: visual 170 kw, aural 83.2 kw. Antenna: 200' above ground, 5,880' above sea level. Began operating September 17, 1948. Non-interconnected.

Representatives: National Edward Petry & Co. Inc., Washington attorney John P. Hearne.

Stockholders: Harry L. (Bing) Crosby Jr., Kenyon Brown, George L. Coleman and Joseph A. Thomas, each 25%.

Executives:
Kenyon Brown, *president*
Alvin G. Flanagan, *general manager*
Amos T. Baron, *commercial manager*
Mary Warren, *program director*
Al Browdy, *chief engineer*
Baxter Ward, *news director*
Tom Duggan, *sports director*

Services: News City News Service, UP Facsimile, UP radio wire. Live studios, number 4, number live cameras 12 RCA. Remote equipment: 3 mobile units.

Film & ID: 2 16 mm, 1 35 mm film projectors; 2 2x2 slide projectors. Film should be sent to Mary Warren. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services; 16 mm & 35 mm film handled.

Rates: Class A one hour live $1350, film $1350. Minute spot live $350, film $350. ID rate $150.

Los Angeles: KHJ-TV

Ch. 9. Owned by RKO Teleradio Pictures, Inc. Address: 1313 N. Vine St. Zone 28. Phone: HOllywood 2-2133. Authorized eff. rad. pow.: visual 162 kw, aural 81 kw. Operating pow: visual 162 kw, aural 81 kw. Antenna: 199' above ground, 5,929' above sea level. Am station KHJ. Began operating August 1948. Non-interconnected.

Representatives: National H-R Television.

Stockholders: RKO Teleradio Pictures, Inc.

Executives:
Thomas F. O'Neil, *president, RKO Teleradio Pictures, Inc.*
Willet H. Brown, *president, Don Lee Division*
John T. Reynolds, *vice president & general manager*
Howard L. Wheeler, *sales manager*
James Higson, *program director & film buyer*
Robert Arne, *chief engineer*
Les Mawhinney, news director
Robert Light, *director of promotion, radio & tv*

Services: News AP, INS, UP. Live studios, number 4, size of largest 55' x 57', number live cameras 3 RCA. Remote equipment: 1 mobile unit, number remote cameras 4, special effects.

Film & ID: 2 16 mm RCA, 2 16 mm Eastman film projectors; 2 35 mm RCA projectors; 4 35 mm Gray Telematic slide projectors. Film should be sent to Henry Voigt Jr. Film required 72 hrs. before telecast; slides 48 hrs., artwork 1 wk. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $1750, film $1750. Minute spot live $400, film $400. ID rate $200.

Los Angeles: KNXT

Ch. 2. Owned by Columbia Broadcasting System Inc. Address: 1313 N. Vine St. Zone 28. Phone WEbster 8-3000. Authorized eff. rad. pow.: visual 46.8 kw, aural 23.4 kw. Operating pow: visual 46.8 kw, aural 23.4 kw. Antenna: 466' above ground, 6,126' above sea level. Networks: CBS-TV (prim.). Am station KNX. Began operating May 6, 1948. Interconnected.

Representatives: National CBS Television Spot Sales.

Stockholders: See WCBS-TV New York.

Executives:
Merle S. Jones, *CBS Television president*
Clark B. George, *general manager*
Robert D. Wood, *general sales manager*
Donald M. Hine, *program manager*
Lester Bowman, *manager of technical operations*
Sam Zelman, *news director*
Gil Stratton, *sports director*
Larry Lazarus, *business manager*
Austin Heywood, *promotion & publicity director*
Henry J. Schaefer, *traffic & operations manager*

Services: News AP, UP, City News Service, CBS-TV Newsfilm. Live studios, number 4, size of largest 11,000 sq. ft., number live cameras 12. Remote equipment: 2 complete, number remote cameras 1 4-camera, 1 5-camera. Film should be sent to Bob Hurlbut, Film Department. Film required 24 hrs. before telecast; slides 24 hrs., artwork 24 hrs. Film editing services, 16 & 35 mm positive-composite.

Color Equipment: network, live, film, slides.

Rates: Class A one hour live $3,500, film $3,500. Class AA minute spot live $800, film $800. ID rate $400.

Los Angeles: KRCA

Ch. 4. Owned by National Broadcasting Co. Address: Sunset & Vine. Zone 28. Phone: HOllywood 9-6161. Authorized eff. rad. pow.: visual 47 kw, aural 23.5 kw. Operating pow.: visual 47 kw, aural 23.5 kw. Antenna: 490' above ground, 6,170' above sea level. Networks: NBC-TV (prim.). Began operating January 16, 1949. Interconnected.

Representatives: National NBC Spot Sales, Washington attorneys Cahill, Gordon, Reindell & Ohl, consulting engineers James De Baun.

Stockholders: National Broadcasting Co. (100%).

Executives:
Thomas C. McCray, *vice president & general manager*
James Parks, *sales manager*
Dean Craig, *program manager*
John Knight, *chief engineer*
John Thompson, *news director*
Jack Kenaston, *advertising & promotion manager*
James Damon, *operations manager*
Chick Hearn, *sports director*
George Burke, *film manager*

Services: News all major wire services. Live studios, number 3, size of largest 42' x 110', number live cameras 3. Remote equipment: complete facilities.

Film & ID: 3 35 mm, 3 16 mm film projectors; 3 slide projectors, 2x2 mounted. Film should be sent to: commercial film James Damon; program film George Burke. Film required 48 hrs. before telecast; slides 48 hrs., network 48 hrs. Film editing services; complete 16 mm film processing.

Color Equipment: network, live, film, slides. All requests for color service on KRCA (film, live & slides) should be cleared in advance with James Damon, Director of Operations.

Rates: Class AA one hour $3,600. 20 sec. station break $800. 10 sec. ID rate $375.

Los Angeles: KTLA

Ch. 5. Owned by Paramount Television Productions Inc. Address: 5800 Sunset Blvd. Zone 28. Phone: HO 9-3181. Authorized eff. rad. pow.: visual 50.1 kw, aural 25.1 kw. Operating pow: visual 50 kw, aural 25 kw. Antenna: 250' above ground, 5,936' above sea level. Began operating January 1, 1947.

Representatives: National Peters, Griffin, Woodward, Inc., Washington attorneys Arnold, Fortas & Porter.

Stockholders: Paramount Pictures Inc. (100%).

Executives:
Paul Raibourn, *president*
Lewis Arnold, *vice president & general manager*
Lela Reagan, *business manager*
Ray Lukshis, *program director*
John Silva, *chief engineer*
Gil Martyn, *director of public affairs & special events*
Jerry Rogers, *film director*
Dorothy Gardiner, *women's director*
Bill Martin, *sports director*
James J. Rue, *advertising, promotion & publicity director*
Dick Lynch, *assistant director advertising & promotion*
Henry R. Flynn, *assistant general manager*

Services: News INS, UP. Number live cameras 9 b&w, 2 color. Remote equipment: 1 complete color unit, 2 b&w units, 1 special coverage unit, complete audio and lighting facilities, number remote cameras 7.

Film & ID: 2 16 mm, 2 35 mm film projectors; 2 16 mm color projectors, 2 16 mm slide color projectors. 1 35 mm color film projector; 2 slide projectors, double frame 35 mm negative. Film should be sent to Nancy Lindbloom. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs.

Color Equipment: network, live, film, slides.

Rates: Class A one hour live $1,500. Minute spot live $300. ID rate $150.

Los Angeles: KTTV

Ch. 11. Owned by KTTV, Inc. Address: 5746 Sunset Blvd. Zone 28. Phone: HOllywood 2-7111. Authorized eff. rad. pow.: visual 166 kw, aural 85 kw. Antenna: 237′ above ground, 5,907′ above sea level. Began operating January 1, 1949. Non-interconnected.

Representatives: National Blair TV, Washington attorneys Eliot C. Lovett, consulting engineers Lohnes & Culver.

Stockholders: The Times-Mirror Co. (75%), Loew's Inc. (MGM), (25%).

Executives:
Richard A. Moore, *president & general manager*
John R. Vrba, *vice president in charge of sales*
Robert W. Breckner, *vice president in charge of programming*
Edward E. Benham, *chief engineer*

Services: News AP. Live studios, number 2, size of largest 120′ x 116′ x 54′, number live cameras 16. Remote equipment: 2 RCA & 1 International mobile unit, 1 audio unit, 1 microwave unit.

Film & ID: 2 RCA TP 35 A, 2 Eastman 16 mm, 1 RCA 16 mm film projectors. Film should be sent to Richard Woollen. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services; Houston film processing unit.

Rates: Class A one hour live $2,000. Minute spot live $600. ID rate $290.

Redding-Chico: KVIP-TV

Ch. 7. Owned by Shasta Telecasting Corp. Address: 2770 Pioneer Dr. Phone: CHestnut 1-1414. Authorized eff. rad. pow.: visual 117 kw, aural 59 kw. Operating pow: visual 117 kw, aural 59 kw. Antenna: 97′ above ground, 6,306′ above sea level. Networks: NBC (prim.), ABC. Am station KVIP. Began operating August 1, 1956. Interconnected.

Representatives: National George P. Hollingbery Co., Washington attorneys Lyon, Wilner & Bergson, consulting engineers Robert L. Hammett.

Stockholders: Robert L. Hammett (9⅜%); Carl R. McConnell (9⅜%); Laurence W. Carr (19⅜%); George C. Fleharty (19⅜%); Morris K. Cohen (9⅜%); C. T. Ross (9⅜%); William B. Nystrom (14⅜%); Russell K. Olsen (9⅜%).

Executives:
George Fleharty, *president & general manager*
Russell K. Olsen, *vice president & operations manager*
Ted Dooley, *program director*
Lenora Arnold, *traffic manager*
John Dadiw, *local sales manager*
Jon S. Kelly, *national sales representative*

Services: News AP, AP Wirephoto. Live studios, number 1, size of largest 35′ x 65′, number live cameras 1.

Film & ID: 2 GPL 16 mm film projectors; Vidicon chain; Sarkes-Tarzian Selectro slide projectors, 2x2 tape bound preferred. Film should be sent to Richard Bertolin, film director. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs.

Color Equipment: network.

Rates: Class A one hour live $250, film $250. Minute spot live $42.50, film $42.50. ID rate $22.50.

Sacramento: KBET-TV

Ch. 10. Owned by Sacramento Telecasters Inc. Address: 601 Seventh Ave. Phone: Gilbert 1-4041. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow: visual 316 kw, aural 158 kw. Antenna: 500′ above ground, 2,523′ above sea level. Networks: CBS-TV (prim.). Began operating March 20, 1955.

Representatives: National H-R Television Inc., Washington attorneys Haley, Wollenberg & Kenehan, consulting engineers A. D. Ring & Assoc.

Stockholders: William P. Wright, president (6.85%); John H. Schacht, vice president (15.48%); Henry Teichert, secretary (5.01%); Charles C. Inks, treasurer (3.66%); Edward M. Wright (6.85%); W. C. Wright (6.85%); Alan Pollack (5.48%); Thomas H. Richards Jr. (5.48%); Andrew M. Henderson Jr. (5.48%); Nelson B. Morse (5.48%); Robert A. Breuner (5.48%); Clarence H. Breuner (3.39%); William R. Breuner (2.10%), James J. Inks (3.66%); Russell R. Inks (3.66%); Russell Gallaway Jr. (2.67%); Alan H. Gallaway (2.10%); Robert R. Gallaway (2.10%); A. J. Affleck (2.74%); M. V. Sarkisan (2.74%); P. K. Onnigan (2.74%).

Executives:
William P. Wright, *president*
John H. Schacht, *vice president & general manager*
George J. Kapel, *general sales manager*
George Greaves, *station manager*
Peter K. Onnigian, *chief engineer*
Hank Thornley, *news director*
John Mackenzie, *farm director*
Harvey A. Tepfer, *promotion manager*
Ralph Herbert, *public service director*

Services: News AP. Live studios, number 3, size of largest 30′ x 70′, number live cameras 3 GE camera chains. Remote equipment: mobile unit, number remote cameras 2.

Film & ID: 4 GE film projectors; 2 16 mm color scanners; 2 color slide scanners. Film editing services, composite 16 mm film processing unit.

Color Equipment: network, film, slides.

Rates: Class A one hour live $850. Minute spot live $200. ID rate $100.

Sacramento: KCRA-TV

Ch. 3. Owned by KCRA Inc. Address: 310 10th St. Phone: GI 1-4631. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow: visual 100 kw, aural 50 kw. Antenna: 553′ above ground, 573′ above sea level. Networks: NBC-TV (prim.). Am station KCRA. Began operating September 3, 1955. Interconnected.

Representatives: National Edward Petry & Co. Inc., Washington attorneys Loucks, Zias, Young & Jansky, consulting engineers Jansky & Bailey.

Stockholders: Ewing C. Kelly, *president* (50%); C. Vernon Hansen, *vice president* (16.68%); Gerald Hansen, *secretary* (16.66%); Kenneth W. Hansen, *treasurer* (16.66%).

Executives:
Ewing C. Kelly, *president & general manager*
Howard W. Smiley, *assistant general manager*
Robert E. Kelly, *station manager*
Dick Godon, *local sales manager*
Herbert W. Hartman, *chief engineer*
Ed Jeffery, *news director*
Tom Breen, *program manager*
Fred Wade, *operations manager*
Stu Nahan, *sports director*

Services: News UP. Live studios, number 1, size of largest 40′ x 80′, number live cameras 3. Remote equipment: 1 mobile unit, number remote cameras 2 RCA.

Film & ID: 2 RCA 16 mm film projectors; 2 Gray 2x2 slide projectors; 1 telop opaque projector, 4x5 cards. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services; micro-record, reversal positive, 16 mm, background X and tri-X negative.

Color Equipment: network, film, slides.

Rates: Class A one hour live $900, film $900. Minute spot live $225, film $225. ID rate $110.

Salinas: KSBW-TV

Ch. 8. Owned by Salinas Valley Broadcasting Corp. Address: 238 John St. Phone: HArrison 2-6422. Authorized eff. rad. pow.: visual 240 kw, aural 120 kw. Operating pow.: visual 240 kw, aural 120 kw. Antenna: 251′ above ground, 3,328′ above sea level. Networks: CBS-TV (prim.). NBC-TV, ABC-TV. Am station KSBW. Began operating September 11, 1953. Interconnected.

Representatives: National H-R Television Inc. Washington attorneys Dow, Lohnes & Albertson, consulting engineers Robert L. Hammett.

Stockholders: John Cohan (37.5%); W. M. Oates (25.2%); local stockholders (37.3%).

Executives:
John Cohan, *president & general manager*
W. M. Oates, *assistant general manager*
Graham Moore, *commercial manager*
Gary Ferlisi, *program director*
Bill Hargan, *chief engineer*
Claude Mann, *news director*

Services: News AP. Live studios, number 1, size of largest 40′ x 64′, number live cameras 2 RCA camera chains, 3 film cameras (1 16 mm Bell & Howell, 1 16 mm Bolex, 1 16 mm Auricon).

Film & ID: 2 RCA film projectors; 1 Gray, 1 Spindler & Sauppe slide projector.

Rates: Class A one hour live $350. Minute spot live $97.50, film $75. ID rate $50 (10 sec.).

San Diego: KFMB-TV

Ch. 8. Owned by Wrather-Alvarez Broadcasting Inc. Address: 1405 Fifth Ave. Zone 1. Phone: BElmont 2-2114. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Antenna: 284′ above ground, 1,049′ above sea level. Networks: CBS-TV (prim.). Am station KFMB. Began operating May 16, 1949. Interconnected.

Representatives: National Edward Petry & Co. Inc. Washington attorneys Welch, Mott & Morgan, consulting engineers Robert L. Hammett.

Stockholders: Jack Wrather (38.89%); Maria Helen Alvarez (38.89%); Edward Petry (22.22%).

STATIONS: CALIFORNIA

Executives:
Jack Wrather, *president*
George Whitney, *vice president & general manager*
Bill Fox, *station & sales manager*
George Stantis, *program supervisor*
Charles Abel, *chief engineer*
Rey Wilson, *news director*
Lute Mason, *sports director*
Dan Bellus, *promotion director*

Services: News UP, AP, Movietone, UP facsimile wire. Live studios, number 2, size of largest approx. 50′ x 90′, number live cameras 5. Remote equipment: mobile unit and microwave links, number remote cameras 4.

Film & ID: 2 16 mm film projectors; 3½x4 Baloptican, 35 mm double frame. Film should be sent to Del Gay. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services; 16 mm Houston developer.

Color Equipment: network

Rates: Class AA one hour live $900, film $900. Minute spot live $230, film $230. ID rate $100.

San Diego: KFSD-TV

Ch. 10. Owned by KFSD Inc. Address: Freeway 94 at 47th. Zone 2. Phone COngress 2-2421. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow: visual 316 kw, aural 158 kw. Antenna: 252′ above ground. Networks: NBC-TV (prim.). Am station KFSD. Began operating September 12, 1953. Interconnected by microwave.

Representatives: National The Katz Agency Inc. New York attorneys Lundgren, Lincoln & McDaniel, consulting engineer A. Earl Cullum Jr.

Stockholders: Fox, Wells & Rogers (approx. 40%); controlling stockholders: James G. Rogers, Glen McDaniel, William E. Goetze; other stockholders: Weekly Publications Inc. — publishers of Newsweek (46%); Elliott Cushman (4%).

Executives:
James G. Rogers, *president*
William E. Goetze, *vice president & general manager.*
Jay Grill, *vice president in charge of sales*
Burke Ormsby, *program director*
LeRoy Bellwood, *chief engineer*
Lionell Van Deerlin, *news director*
Howard Keddie, *farm director*
Lynn Taylor, *women's director*
Ed Sanchez, *production manager*
Jim Wade, *executive producer*
Bill Sunday, *advertising & promotion manager.*
Harold Boone, *director of merchandising*
Al Raper, *studio technical supervisor*

Services: News AP wire service, AP Foto-Fax, local photographic coverage. Live studios, number 2, size of largest 48′ x 80′, number live cameras 4. Remote equipment: RCA remote truck, number remote cameras 3. Rear screen and RCA special effects available.

Film & ID: 3 RCA TP-6 16 mm film projectors; 1 Gray Telop, 3 4x5 opaque, 2 RCA TP-7 2x2 slide projectors. Film should be sent to Fran Stecker, Film Supervisor. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services, 16 mm film handled.

Color Equipment: network, film, slides.

Rates: Class A one hour film $650. Minute spot live $145, film $130. ID rate $70.

San Diego-Tijuana, Mex.: XETV

Ch. 6. Owned by Radio Television, S.A. Address: Bay City Television Inc., 4229 Park Blvd., San Diego. Zone 3. Phone: CYpress 8-7191. Authorized eff. rad. pow.: visual 38 kw, aural 17 kw. Operating pow.: visual 38 kw, aural 17 kw. Antenna: 550′ above ground, 1,423′ above sea level. Networks: ABC-TV (prim.). Began operating February 18, 1953. Interconnected.

Representatives: National Weed Television Corp. Washington attorneys Fly, Shuebruk, Blume & Gaguine.

Stockholders: Emilio Azcarraga, principal stockholder.

Executives:
Julian M. Kaufman, *vice president & general manager*
Alejandro Nervo, *manager of operations*
William G. Mueller, *business manager*
Marvin Schulman, *chief engineer*
Patricia J. Carey, *traffic manager*
Harrison W. H. Eagles, *promotion & merchandising manager*
Jose Marquez, *engineer in charge of operations*

Services: News. Live studios, number 2, number live cameras 4. Remote equipment: complete mobile unit, Zoomar lens, microwave transmitter for sound and picture, number remote cameras 2 Image Orthicon.

Film & ID: 16 mm Eastman film projectors with Vidicon film camera; 1 Polyefex dual scanner with 2 2x2 slide projectors. Film should be sent to Wayne Ferree, Film Editor. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services.

Rates: Class A one hour live $800, film $800. Minute spot live $180, film $180. ID rate $80.

San Francisco: KGO-TV

Ch. 7. Owned by American Broadcasting Co. Address: 277 Golden Gate Ave. Zone 2. Phone: UNderhill 3-0077. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Antenna: 517′ above ground, 1,348′ above sea level. Networks: ABC (prim.). Am station KGO. Began operating May 1949. Interconnected.

Representatives: Natonal Blair-Tv. Washington attorneys McKenna & Wilkinson, consulting engineers Kear & Kennedy.

Stockholders: American Broadcasting-Paramount Theatres Inc. (100%).

Executives:
Leonard Goldenson, *president*
John H. Mitchell, *vice president & general manager*
David Sacks, *sales manager*
George Rice, *program director*
Harry Jacobs, *chief engineer*

Services: News AP, INS, PA. Live studios, number 3, size of largest 52′ x 80′, number live cameras 5. Remote equipment: full remote unit, number remote cameras 3.

Film & ID: 1 TP 35, 2 TP 6, 1 TP 16 film projectors; 2 S&S slide projectors. Film should be sent to Bob Mitchell. Film required 48 hrs. before telecast; slides 48 hrs., artwork 1 wk. Film editing services, 16mm film handled.

Rates: Class A one hour live $1250 plus announcer & set-up, film $1250. Minute spot live $300, film $300. ID rate $150.

San Francisco: KPIX

Ch. 5. Owned by Westinghouse Broadcasting Co. Inc. (Cal.). Address: 2655 Van Ness Ave. Zone 9. Phone: PRospect 6-5100. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 35.5 kw, aural 17.8 kw. Antenna: 400′ above ground, 1,231′ above sea level. Networks: CBS-TV (prim.). Began operating December 22, 1948. Interconnected.

Representatives: National The Katz Agency Inc., attorney John Steen, consulting engineers Ralph Harmon.

Stockholders: Wholly owned subsidiary of Westinghouse Electric Corp.

Executives:
Donald H. McGannon, New York, *president*
Philip G. Lasky, *general manager*
George Mathiesen, *assistant general manager*
Louis S. Simon, *sales manager*
William C. Dempsey, *program director*
Thomas T. Ely, *chief engineer*

Services: News UP. Live studios, number 3, size of largest 40′ x 70′, number live cameras 7. Remote equipment: truck complete with microwave equipment, number remote cameras 4.

Film & ID: 2 RCA TP 16-D & 2 GE Eastman PF-5 film projectors; 2 2x2 Selectro-slide Junior, 1 Gray TP 3C 2x2, 1 Gray Telop slide projectors. Film should be sent to (commercial) Operations Desk; (program) Program Manager. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services, Du Pont & Eastman film processed.

Color Equipment: network, film, slides. RCA TK 26 film chain.

Rates: Class AA one hour live $1,700, film $1,700. Minute spot live $500, film $500. ID rate $250.

San Francisco: KRON-TV

Ch. 4. Owned by The Chronicle Publishing Co. Address: 929 Mission St. Zone 19. Phone GArfield 1-1100. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Antenna: 200′ above ground, 1,441′ above sea level. Networks: NBC (prim.). Began operating November 15, 1949. Interconnected.

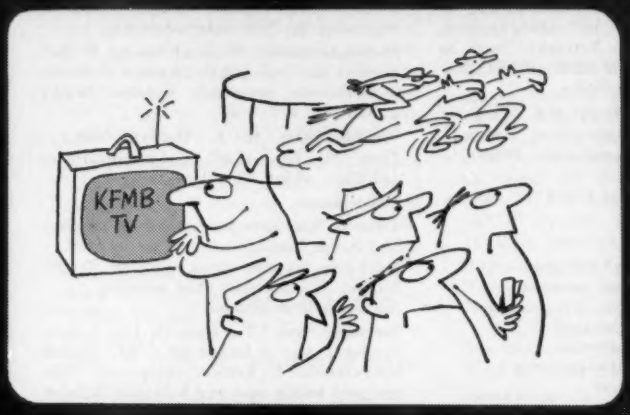
Representatives: National Peters, Griffin, Woodward, Inc. Washington attorneys John P. Hearne, consulting engineers Robert L. Hammett.

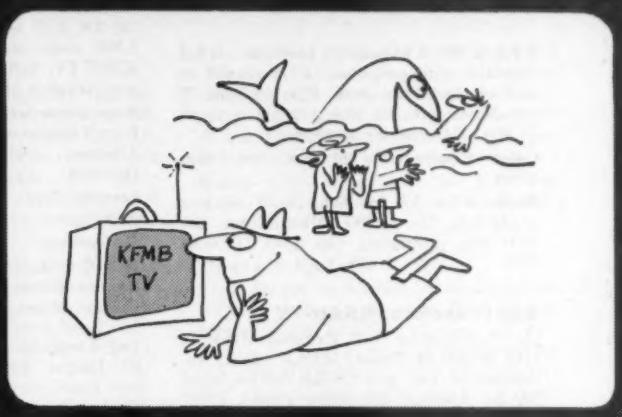
Stockholders: Chronicle Publishing Co. (100%).

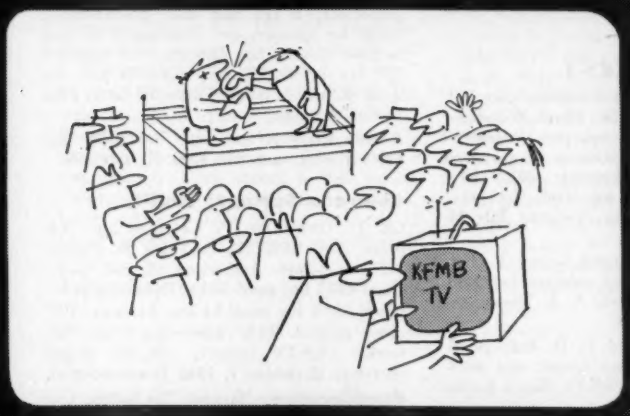
Executives:
Charles de Young Trierot, *president*
Harold P. See, *general manager*
Norman Louvau, *sales manager*
Lee Berryhill, *chief engineer*
Thomas Smith, *business manager*
Dough Elleson, *program manager*
Jim Bentley, *film buyer & assistant program manager*
Thomas Mullahey, *public affairs director*
Bill Cothran, *news editor*
Roland Irving, *promotion manager*
Richard C. Block, *sales promotion & merchandising director*

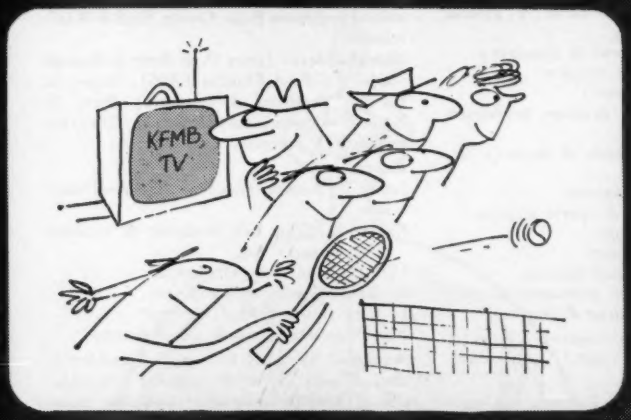
Services: News AP. Live studios, number 3, size of largest 40′ x 85′, number live cameras 9. Remote equipment: 1 custom built unit, number remote cameras 5.

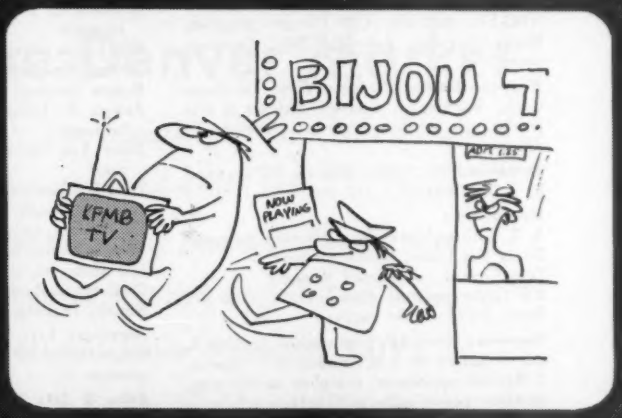
We're Almost Everywhere in Active San Diego











48 of the 50 top shows in San Diego are on KFMB-TV.

Channel 8 has 27% more audience in San Diego than all other stations combined.

Channel 8 leads 95% of all evening ¼-hr's in San Diego.*

** Nielsen TV Report, Feb., 1957.*

KFMB 8 TV

WRATHER-ALVAREZ BROADCASTING, INC.

Represented by Edward Petry & Co., Inc.

SAN DIEGO

America's more market

STATIONS: CALIF.-COL.

Film & ID: 4 16 mm film projectors; 2 2x2 standard slide projectors. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network, live, film, slides

Rates: Class AA one hour live $1700 plus production, film $1700. Minute spot live $500 plus production, film $500. ID rates $250

San Francisco: KSAN-TV

Ch. 32. Owned by S. H. Patterson. Address: 1111 Market St. Phone: MArket 1-8171. Authorized eff. rad. pow.: visual 200 kw, aural 100 kw. Antenna: 372' above ground, 1,203' above sea level. Am station KSAN. Began operating March 1, 1954.

Representatives: National Stars National Inc., regional Tracy Moore & Assoc. Inc. (west coast), Washington attorneys Kirkland, Fleming, Green, Martin & Ellis, consulting engineers Radio Engineering Co.

Stockholders: S. H. Patterson (100%).

Executives:
Norwood J. Patterson, *executive director*
Richard P. Bott, *general & commercial manager*
Link D'Amario, *program director*
John Rolih, *chief engineer*

Rates: Class A one hour $115. Minute spot $15. ID rate $9.

San Jose: KNTV

Ch. 11. Owned by Standard Radio and Television Co. Address: 645 Park Ave. Zone 10. Phone: CY 7-5577. Operating pow.: visual 123 kw, aural 60 kw. Antenna: 291' above ground, 4,079' above sea level. Networks: NBC-TV, ABC-TV, CBS-TV per program. Began operating July 21, 1955. Interconnected.

Representatives: National Weed Television Corp., Washington attorneys Krieger & Jorgensen, consulting engineers George P. Adair.

Stockholders: Sunlite Bakery, 100% owned by A. T. Gilliland.

Executives:
A. T. Gilliland, *president & general manager*
Roger Van Duzer, *station manager*
Fran Conrad, *commercial manager*
Bill Gibbs, *program director*
Bruce Joyner, *chief engineer*

Services: News AP. Live studios, number 2, size of largest 40' x 60', number live cameras 2. Remote equipment: complete mobile unit, number remote cameras 2 field.

Film & ID: 2 16 mm RCA film projectors; 2 RCA TP 3B Dual Disc slide projectors, 2x2 tape or metal mounted. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour film $250. Minute spot film $60. ID rate $30.

San Luis Obispo: KSBY-TV.

Optional satellite of KSBW-TV Salinas. Ch. 6. Formerly KVEC-TV. Owned by Salinas Valley Broadcasting Corp. Address: Box 1615, Salinas. Phone LIberty 3-0920. Authorized eff. rad. pow.: visual 16 kw, aural 8.9 kw. Antenna: 140' above ground, 2.390' above sea level. Networks: Same as KSBW-TV, Salinas. Am station KVEC. Began operating May 25, 1953.

Representatives: National H-R Television Inc. Washington attorneys Dow, Lohnes & Albertson, consulting engineers Robert L. Hammett.

Stockholders: Same as KSBW-TV Salinas-Monterey.

Executives:
John C. Cohan, *general manager*
Rowena Kimzey, *resident manager*
Graham Moore, *executive sales manager*
Jess Land, *local sales manager*
Ted Warner, *program director*
Bill Hargan, *director of engineering*
Lew Jones, *chief engineer*
Clarke Bradley, *advertising & promotion manager*

Rates: Class A one hour $200. Minute spot $40, 10 sec. $20.

Santa Barbara: KEY-T

Ch. 3. Owned by Key-Television Inc. Address: 730 Miramonte Dr. Phone WOodland 5-8533. Authorized eff. rad. pow.: visual 50 kw, aural 25 kw. Operating pow.: visual 50 kw, aural 25 kw. Antenna: 201' above ground, 4,201' above sea level. Networks: NBC, CBS, ABC. Began operating July 24, 1953. Interconnected.

Representatives: National George P. Hollingbery Co. Washington attorney Leo Resnick, consulting engineers A. E. Towne Assoc. Inc., San Francisco.

Stockholders: Richard C. D. Bell, *president* (16⅔%); William Luton, *vice president & treasurer* (41⅔%); Nancy Luton (41⅔%)

Executives:
Richard C. D. Bell, *president & general manager*
Bill Luton, *vice president & treasurer*
Arthur Marquette, *vice president*
Robert Dunlap, *secretary*
Joseph P. Costantino, *program production manager*
Mary Ann Casey, *program & women's director*
Paul Williams, *chief engineer*
William Huddy, *news & sports director*
Bob Burris, *sales manager*
Mary Colores, *comptroller*
Lee Hofmann, *educational director*
Dick Sinclair, *on-the-air- promotion director*
Ronald Thaheld, *marketing & research*

Services: Live studios, number 1, size of largest 52' x 52' x 52' (hex.), number live cameras 2.

Film & ID: 2 16 mm Eastman film projectors; 2 2x2 Sarkes-Tarzian Transparency slide projectors, 27/32 x 1⅛. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services, 16 mm, 35 mm & 4x5.

Rates: Class A one hour live $450 plus live camera, film $450. Minute spot live $90 plus talent & camera, film $90. ID rates $45.

Stockton-Sacramento: KOVR

Ch. 13. Owned by Television Diablo Inc. Address: 225 E. Miner Ave., Stockton. Phone HOward 6-6981. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Networks: ABC (prim.) Began operating September 6, 1954. Interconnected.

Representatives: National George P. Hollingbery Co. Washington attorneys McKenna & Wilkinson, consulting engineers Jansky & Bailey.

Stockholders: H. L. Hoffman (68%); Terry H. Lee (7.5%); Lincoln Dellar (12.5%); about 300 others (12%).

Executives:
Terry H. Lee, *president & general manager*
Ned Smith, *commercial manager*
Bel Lange, *program director & news director*
Richard J. Anderson, *chief engineer*
Bill Ring, *farm director*

Services: News UP & facsimile. Live studios, number 2, size of largest 65' x 40', number live cameras 5. Remote equipment: fully equipped mobile unit and field gear, number remote cameras 3.

Film & ID: 4 16 mm Eastman-Kodak film projectors; 2 2x2 S&S slide projectors; 1 3¼x4 for opaques, etc. Film should be sent to John Kearns, film director. Film required 72* hrs. before telecast; slides 24 hrs., artwork 48 hrs. *Charge if received later. Film editing services.

Rates: Class A one hour live $800, film $800. Minute spot film $190. ID rate $88.

Colorado Springs: KKTV

Ch. 11. Owned by TV Colorado, Inc. Address: Box 1078, 512 S. Tejon St. Phone: MElrose 4-2844. Authorized eff. rad. pow.: visual 107.5 kw, aural 54 kw. Operating pow.: visual 107.5 kw, aural 54 kw. Antenna: 197' above ground, 9,177' above sea level. Networks: CBS-TV (prim.), ABC-TV. Began operating December 7, 1952. Interconnected.

Representatives: National The Bolling Co., Inc., regional Clarke Brown Co. (south), Washington attorneys Hogan & Hartson, consulting engineers Page, Creutz, Steel & Waldschmitt.

Stockholders: James D. & Betty Z. Russell (50%); Gifford Phillips (50%). James D. Russell, president & treasurer; Betty Z. Russell, vice president; Robert D. Ellis, vice president & secretary.

Executives:
James D. Russell, *president & general manager*
Robert D. Ellis, *vice president & national sales manager*
Carl Pehlman, *program director*
H. Cozine Strang, *chief engineer*
Jo Anne Rowe, *women's director*
Paul Nesselroad, *news & sports director*

Services: News UP. Live studios, number 2, size of each 30' x 50', number live cameras 2. Remote equipment: available, number remote cameras 2. Rear screen projection. 2 TelePromPters.

Film & ID: 2 RCA 16 mm film projectors; 1 Gray 35 mm glass & tape bound slide projector. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services; processing for 16 mm reversal negative, positive and 35 mm slides.

Rates: Class AA one hour live $250, film $250. Minute spot live $60, film $60. ID rate $30.

Colorado Springs: KRDO-TV

Ch. 13. Owned by Pikes Peak Broadcasting

Co. Address: 399 S. Eighth St. Phone: Melrose 2-1515. Authorized eff. rad. pow.: visual 11.31 kw, aural 5.65 kw. Operating pow.: visual 11.31, aural 5.65 kw. Antenna: 465′ above ground, 6,415′ above sea level. Networks: NBC-TV (prim.). Am station KRDO. Began operating October 1, 1953. Interconnected.

Representatives: National John E. Pearson Television Inc., regional John L. McGuire & Co. (Denver), Washington attorney George O. Sutton, consulting engineers James McNary.

Stockholders: Harry W. Hoth Jr. (22.94%); Harry C. Hoth Sr. (27.17%); estate of William Gregory (39.22%).

Executives:
Harry W. Hoth Jr., *president & general manager*
Herbert Schubarth, *chief engineer*
Jack Finlayson, *sports director*
Joe Cahalan, *film director*

Services: News AP, UP, UP Facsimile. Live studios, number 2, size of largest 45′ x 30′, number of live cameras 1.

Film & ID: 2 RCA TP 16 D film projectors; 1 Gray Telejector 2x2 glass or metal bound, safety filed 18x24 mm; 35 mm slide projectors for 2x2 slides, graphics for press and publicity. Films should be sent to Joe Cahalan, film director. Film required 72 hrs. before telecast; slides 24 hrs., artwork 72 hrs. Film editing services, 16 mm silent or sound.

Rates: Class A one hour live $227.50, film $175. Minute spot live $45.50, film $35. ID rate $17.50.

Denver: KBTV

Ch. 9. Owned by TV Denver, Inc. Address: 1089 Bannock. Zone 4. Phone: TAbor 5-6386. Authorized eff. rad. pow.: visual 282 kw, aural 141 kw. Operating pow.: visual 282 kw, aural 141 kw. Antenna: 273′ above ground, 7,643′ above sea level. Networks: ABC-TV (prim.). Began operating October 12, 1952. Interconnected.

Representatives: National Peters, Griffin, Woodward, Inc., Washington attorneys Haley, Wollenberg & Kenehan, consulting engineers A. Earl Cullum Jr.

Stockholders: John C. Mullins (50%); Webb & Knapp, Inc. (50%).

Executives:
John C. Mullins, *president*
Joseph Herold, *general manager*
Gil Lee, *assistant to the manager*
Thomas L. Young, *commercial manager*
John Henry, *national sales manager*
R. W. Dupree, *business manager*
Marshall Faber, *operations manager*
James H. Butts, *chief engineer*
Mann Reed, *program manager*
Mary Kirk, *women's director*
Jim Barker, *promotion manager*
Don Mumford, *film director*

Services: News UP. Live studios, number 2, size of largest 57′ x 60′, number live cameras 4. Remote equipment: mobile truck, number remote cameras 3.

Film & ID: 2 16 mm film projectors; 2 2x2 slide projectors. Film should be sent to Don Mumford, Film Director. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services available, processing available for b&w (1-hour service).

Rates: Class A one hour live $785, film $750. Class AA minute spot live $212.50, film $200. ID rate $100.

Denver: KLZ-TV

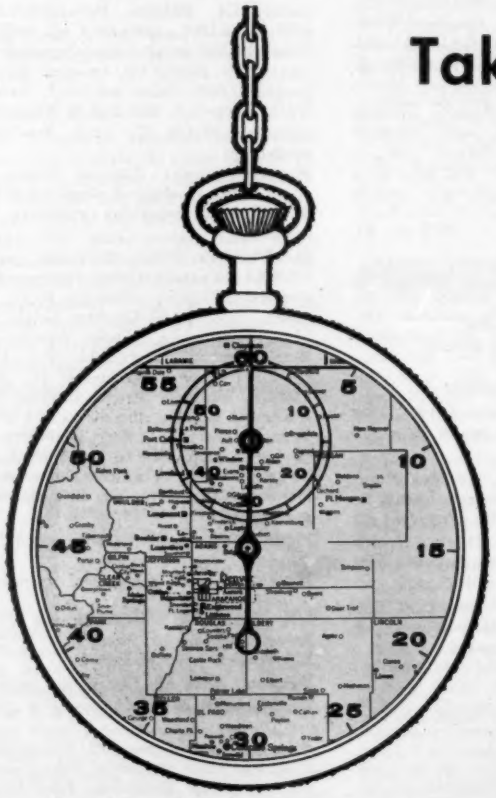
Ch. 7. Owned by Aladdin Broadcasting Corporation. Address: 131 Speer Blvd. Zone 3. Phone: MAin 3-4271. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Antenna: 285′ above ground, 7,695′ above sea level. Networks: CBS-TV (prim.). Am station KLZ. Began operating November 1, 1953. Interconnected.

Representatives: National The Katz Agency Inc., Washington attorneys Pierson, Ball & Dowd.

Stockholders: Time, Inc. (100%).

Executives:
Hugh B. Terry, *president & general manager*
Jack Tipton, *station manager*
Paul Blue, *program director*
Eugene Jenkins, *chief engineer*
Jim Bennett, *news director*
Starr Yelland, *sports director*

Services: News INS, UP. Live studios,



Take a Minute and Sell The Denver Market

Use minute spots on KBTV to sell the 324,571 television homes in Denver and the Rocky Mountain Region! Take a minute right now and call Tom Young, National Sales Manager, KBTV or Peters, Griffin, Woodward, Inc., for the highest rated one-minute availabilities, Daytime or Nighttime in Denver.

KBTV Denver's Family Station *channel* **9**
DENVER, COLORADO
JOHN C. MULLINS, president — JOSEPH HEROLD, station manager

number 2, size largest 50' x 50', number live cameras 4. Remote equipment; complete, including microwave link in mobile unit, number remote cameras 2.

Film & ID: 2 16 mm RCA film projectors; 1 2x2 telejector, 1 Super Projectall slide projector. Film should be sent to Program Film: Film Department; Spot Film: Operations Desk. Film required 72 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $750 plus fax, film $750. Minute spot live $200 plus fax, film $200. ID rate $100.

Denver: KOA-TV

Ch. 4. Owned by Metropolitan Television Co. Address: 1625 California St. Zone 2. Phone: MAin 3-6211. Authorized eff. rad. pow.: visual 100 kw, aural 50.1 kw. Operating pow.: visual 100 kw, aural 50.1 kw. Antenna: 833' above ground, 8,147' above sea level. Networks: NBC-TV (prim.). Am station KOA. Began operating December 24, 1953. Interconnected.

Representatives: National NBC Spot Sales, Washington attorneys McKenna & Wilkinson, consulting engineers Kear & Kennedy.

Stockholders: William J. Ahern; George B. Berger Jr.; Hugh Catherwood; Thomas P. Campbell; Richard M. Davis, secretary-treasurer; Myron Emrich; Martin Gang; William Grant, president; Arnold B. Gurtler Jr.; Quigg Newton; Bob Hope; Robert S. Kohn; Norman Tyre; Ralph Radetsky; James L. Saphier, vice president; Morrison Shafroth; Walter M. Simon; Henry W. Toll; David Touff; Hendrie & Bolthoff Co., Harry O. Heiferman; Nancy Newton Davis; Ruth Newton Gimbel; Robert E. Kopp.

Executives:
William Grant, *president & general manager*
Ralph Radetsky, *station manager*
Dick Harris, *general sales manager*
Heyward Siddons, *program director*
J. S. Slusser, *chief engineer*
John Henry, *news director & sports director*
Del Greenwood, *sales promotion manager*
Royce Nation, *business & personnel manager*

Services: News INS, AP, UP Unifax. Live studios, number 2, number live cameras 2. Remote equipment; field switcher and generator, number remote cameras 2.

Film & ID: 2 RCA TP 6A 16 mm film projectors; 1 Gray 2x2 telejector, 1 ⅛x27/32 projection; 1 Gray 4x5 teloptican, opaques or slides, 3 3/16x4¼ projection. Film should be sent to Heyward Siddons. Film required 48 hrs. before telecast; slides 24 hrs. Film editing services, SOF, double or single; Houston-Du Pont 930 & 931.

Color Equipment: network.

Rates: Class A one hour live $750, film $750. Minute spot live $175 plus $15 fax, film $175 plus $35 fax. ID rate $87.50.

Denver: KTVR

Ch. 2. Owned by KTVR Inc. Address: 5550 Lincoln. Phone: KEystone 4-8281. Authorized eff. rad. pow.: visual 100 kw, aural 50.1 kw. Operating pow.: visual 100 kw, aural 50.1 kw. Antenna: 201' above ground, 7,471' above sea level. Began operating July 18, 1952. Non-interconnected.

Representatives: National Blair Television Assoc., Washington attorneys Loucks, Zias, Young & Jansky, consulting engineers Commercial Radio Equipment Co.

Stockholders: Gotham Broadcasting Co. (50%); Radio Hawaii (50%).

Executives:
J. Elroy McCaw, *president*
Hugh Ben LaRue, *general manager*
Jay Gardner, *commercial manager*
Ray Gallagher, *program director*
Bob Artman, *chief engineer*

Services: Live studios, number 2, size of largest 37' x 70', number live cameras 4. Remote equipment: RCA microwave gear, number remote cameras 2.

Film & ID: 2 16 mm film projectors; 1 Spindler 2x2 & 1 Multiscope 2¼x3¼ slide projector. Film should be sent to Operations Desk. Film required 24 hrs. before telecast; slides 24 hrs., artwork 24 hrs. Film editing services.

Rates: Class A one hour live $500. Minute spot live $100. ID rate $50.

Grand Junction: KREX-TV

Ch. 5. Owned by Western Slope Broadcasting Company, Inc. Address: Box 30. Phone: CHapel 2-5000. Authorized eff. rad. pow.: visual 12.9 kw, aural 6.45 kw. Operating pow.: visual 12.9 kw, aural 6.45 kw. Antenna: 343' above ground, 5,004' above sea level. Networks: CBS-TV (prim.), ABC-TV, NBC-TV. Am station KREX. Began operating May, 1954. Interconnected.

Representatives: National Hal Holman Co., regional John McGuire Co. (Denver), Washington attorneys Miller & Schroeder, consulting engineers Commercial Radio Equipment Co.

Stockholders: Rex G. Howell, president (71%); Ruth Kendrick, vice president (3%); Laura Howell, director (24%); Marlene Jane Howell (2%). Also owns KGLN Glenwood Springs, Colorado, and satellite KFXJ-TV Montrose, Colorado.

Executives:
Rex Howell, *president & general manager*
Robbie Robinson, *commercial manager & program director*
Cecil Whitchurch, *chief engineer*
Doug Weikle, *news & farm director*
Bill Cleary, *sports director*
Roy Adamson, *secretary-treasurer*

Services: News INS photo service. Live studios, number 2, size of largest 30' x 30', number live cameras 2.

Film & ID: 2 16 mm film projectors; standard 2" slide projectors. Film should be sent to Operations Desk. Film required 24 hrs. before telecast; slides 24 hrs., artwork 72 hrs. Film editing services; negative only processing for both slides and 16 mm.

Rates: Class A one hour live $150, film $120. Minute spot live $24 plus talent & live camera, film $24. ID rate $12.

Montrose: KFXJ-TV

Ch. 10. Satellite of KREX-TV Grand Junction.

Pueblo: KCSJ-TV

Ch. 5. Owned by Star Broadcasting Co. Address: Big Hill. Phone: LI 4-5782. Authorized eff. rad. pow.: visual 13.5 kw, aural 6.76 kw. Operating pow.: visual 5 kw, aural 2.5 kw. Networks: NBC-TV (prim.). Began operating June 13, 1953. Antenna: 470' above ground, 5,330' above sea level.

Representatives: National John E. Pearson Co., regional John L. McGuire & Co. (Denver), Washington attorneys Koteen & Burt, consulting engineers Commercial Radio Equipment Co.

Stockholders: Bankers Life and Casualty Co.

Executives:
Jim Croll, *director, tv sales & programming*
Marion Cunningham, *director, engineering & production*
Richard Kearney *business manager*
Bill Bruce, *promotion manager*
Jon Giguerre, *news director*
Rose Martino, *women's director*
Ross Beatty, *sports director*

Services: News UP. Live studios, number 2, size of largest 57' x 28', number live cameras 2.

Film & ID: 2 RCA 16 mm film projectors; 2x2 35 mm slide projectors. Film should be sent to Jackson Cravens. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services, 16 mm.

Rates: Class A one hour live $225, film $225. Minute spot live $58.50, film $45. ID rate $22.50.

CONNECTICUT

Bridgeport: WICC-TV

Ch. 43. Owned by The Bridgeport Broadcasting Co. Address: Box 9140. Phone: AMherst 3-1601. Authorized eff. rad. pow.: visual 18 kw, aural 9 kw. Operating pow.: visual 1 kw, aural 5 kw. Antenna: 470' above ground, 1,000' above sea level. Networks: ABC-TV (prim.). Am station WICC. Began operating March 25, 1952. Non-interconnected.

Representatives: National Young Television Corp., Washington attorneys McKenna & Wilkinson, consulting engineers Frank McIntosh.

Stockholders: Philip Merryman, president (39.9%); Manning Slater, vice president & treasurer (19.75%); Norwich R. G. Goodspeed, secretary; G. Gresham Griggs estate (10%); Benjamin Leipner, director (1.25%); Stephen Machcinski Sr., director (5.35%); Stephen Machcinski Jr., director (.02%); Theodore Steiber, director (5%); J. Kenneth Gradley, director (5%); Adam J. Young, director (.02%); 12 others, none owning as much as 1%. Mr. Merryman has proxy agreement by which he votes stock of Manning Slater, giving him 58% control.

Executives:
Philip Merryman, *president & general manager*
Manning Slater, *commercial manager & sports director*
Irving Magilnick, *program director*
Russell Adams, *chief engineer*
Bill Whalen, *news director*

Services: News AP. Live studios, number 2, size of largest 20'x35', number live cameras 2.

Film & ID: 2 16 mm GPL film projectors; 2 35 mm slide projectors. Film should be sent to Irving Magilnick, Film Director. Film required 24 hrs. before telecast; slides

24 hrs., artwork 60 hrs. Film editing services; Houston Du Pont 901, negative-positive reversal.

Rates: Class A one hour live $100, film $100. Minute spot live $20, film $20. ID rate $10.

Hartford: WHCT

Ch. 18. Owned by Columbia Broadcasting System. Address: 555 Asylum St. Zone 5. Phone: JAckson 5-2611. Authorized eff. rad. pow.: visual 187 kw, aural 85.2 kw. Operating pow: visual 187 kw, aural 85.2 kw. Antenna: 291′ above ground, 951′ above sea level. Networks: CBS (prim.). Began operating August 4, 1954 (as WGTH-TV). Interconnected.

Representatives: National CBS Spot Sales.

Stockholders: CBS Inc.

Executives:
Harvey J. Struthers, *general manager*
Lamont L. Thompson, *commercial manager*
John O. Downey, *program director*
Harold Dorschug, *chief engineer*
Charles Norwood, *news director*
Dexter Burnham, *farm director*
Kathy Godfrey, *women's director*
Frank Marshall, *sports director*
Joseph P. Dowling, *sales promotion manager*

Services: News CBS Newsfilm, UP. Live studios, number 2, size of largest 40′x46′, number live cameras 2. Remote equipment: available.

Film & ID: 2 16 mm film projectors; 2 2x2 slide projectors, safe area 21 mm x 28 mm. Film should be sent to Burt LaCoe, continuity director. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services; Filmline unit-reversal.

Color Equipment: network.

Rates: Class A one hour live $650, film $650. Minute spot live $100, film $100. ID rate $50.

Hartford: WTIC-TV

Ch. 3. Owned by Travelers Broadcasting Service Corp. Address: 26 Grove St. Zone 15. Phone: JAckson 5-0801. Authorized eff. rad. pow.: visual 100 kw, aural 60.3 kw. Operating pow: visual 18 kw, aural, 10.8 kw. Antenna: 452′ above ground, 1,249′ above sea level. Am station WTIC. Began operating September 23, 1957. Interconnected.

Representatives: National Harrington, Righter & Parsons Inc., Washington attorneys Kirkland, Fleming, Green, Martin & Ellis, consulting engineers A. D. Ring & Assoc.

Stockholders: The Travelers Insurance Co. (100%).

Executives:
Paul W. Morency, *president*
Walter C. Johnson, *vice president & general manager*
Irwin C. Cowper, *general sales manager*
Leonard J. Patricelli, *vice president & program manager*
Bernard Mullins, *vice president & public relations*
Herman D. Taylor, *plant manager & chief engineer*
N. Thomas Eaton, *news director*
Frank Atwood, *farm director*
Bob Steele, *sports director*
Eugene J. Muriaty, *promotion manager*
George Bowe, *production manager*

Services: News AP, INS, INS Telenews, AP Photofax. Live studios, number 2, size of largest 40′x55′, number live cameras 4. Remote equipment: 1 RCA mobile bus type unit, 1 microwave transmitter and receiver, 1 Zoomar lens, number remote cameras 2 field cameras.

Film & ID: 3 16 mm sound film projectors; 2 RCA automatic slide projectors for 2x2 transparencies; 1 grey Telop projector. Film should be sent to Chief Film Editor. Film required 72 hrs. before telecast; slides 72 hrs., artwork 1 wk. Film editing services; Hills Filmatic High-Speed projector.

Rates: Class A one hour live $800, film $800. Minute spot live $130, film $130. ID rate $65.

New Haven: WNHC-TV

Ch. 8. Owned by Triangle Publications Inc. Radio and Television Div. Address: 1110 Chapel St., Box 1859. Phone: SPruce 7-3611. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow: visual 316 kw, aural 158 kw. Antenna: 330′ above ground, 1,042′ above sea level. Networks: ABC-TV (prim.). AM station WNHC. Began operating June 1948. Interconnected.

Representatives: National The Katz Agency Inc., Washington attorneys Kear & Kennedy, consulting engineers Lyon, Wilner & Bergson.

Stockholders: Triangle Publications Inc. (100%).

Executives:
Edward D. Taddei, *general manager*
Ben B. Baylor Jr., *station manager*
John F. Cundiff, *tv sales manager*
Chester R. Cooper, *program manager*
Howard W. Wessenberg, *chief engineer*
Edward H. Benedict, *director of national sales*

Services: News AP Radiowire, INS Radiowire, FAX, Sports Film, UP Newsfilm. Live studios, number 2, size of largest 45′x25′, number live cameras 5. Remote equipment: available.

Film & ID: 5 16 mm film projectors; 1 3x4 Baloptican; 2 2x2 slide projectors. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slide 48 hrs., artwork 1 wk. Film editing services; 16 mm film handled.

Color Equipment: network, film, slides.

Rates: Class AA one hour live $1,200, film $1,200. Minute spot live $270, film $270. ID rate $120.

Waterbury: WATR-TV

Ch. 53. Owned by WATR Inc. Address: 440 Meadow St. Phone: PLaza 5-1121. Authorized eff. rad. pow.: visual 245 kw, aural 125 kw. Operating pow: visual 24.5 kw, aural 12.5 kw. Antenna: 120′ above ground, 1,120′ above sea level. Networks: ABC-TV (prim.). Am station WATR. Began operating September 1953. Interconnected.

Representatives: National Burke Stuart Co. Inc., Washington attorneys Pierson, Ball & Dowd, consulting engineers Garo W. Ray.

Stockholders: Harold Thomas, president (99%); Mrs. Harold Thomas (.5%); Bernard Zucker (.5%).

Executives:
Harold Thomas, *president*
Sam R. Elman, *general manager & commercial manager*
Astrid Curtis, *program director*
Andrew Toross, *chief engineer*
Robert Gillespie, *news director*

Services: News UP. Live studios, number 1, number live cameras 1.

Film & ID: 1 16 mm film projector; 1 35 mm slide projector, 2x2 slides. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 1 wk.

Rates: Class A one hour live $200. Minute spot live $60. ID rate $30.

West Hartford: WNBC (Hartford-New Britain)

Ch. 30. Owned by New Britain Broadcasting Co., subsidiary of National Broadcasting Co. Inc. Address: 1422 New Britain Ave. Zone 10. Phone: ADams 3-8551 Hartford, BAldwin 3-3603 New Britain. Authorized eff. rad. pow.: visual 457 kw, aural 251 kw. Operating pow: visual 210.4 kw, aural 113.5 kw. Antenna: 545′ above ground, 1285′ above sea level. Networks. NBC-TV (prim.). Am station WKNB. Began operating February 13, 1953. Interconnected.

Representatives: National NBC Spot Sales.

Stockholders: New Britain Broadcasting Co., wholly owned subsidiary of National Broadcasting Co. Inc. See WRCA-TV New York.

Executives:
Thomas B. McFadden, *president*
Peter B. Kenney, *vice president & general manager*
David Scott, *national sales manager*
George Lewis, *local sales manager*
Gustave Nathan, *director of sales development*
Robert W. Bray, *program manager*
John P. Shipley, *operations manager & chief engineer*
Gail H. "Barry" Barents, *news director*
Thomas F. Conway, *news editor*
Frank A. Wooding, *promotion & publicity director*
Philip B. Hale, *film supervisor*

Services: News UP wire & Facsimile. Live studios, number 2, size of largest 60′x40′x18′, number live cameras 4. Remote equipment: 1 remote van, number remote cameras 2.

Film & ID: 3 RCA 16 mm film projectors; 3 2x2 slide projectors. Film should be sent to Philip B. Hale. Film required 48 hrs. before telecast; slides 48 hrs., artwork 96 hrs. Film editing services; composite, 16 mm.

Color Equipment: network.

Rates: Class A one hour live $600, film $600. Class AA minute spot live $140, film $140. ID rate $70.

DELAWARE

Wilmington: WVUE

Ch. 12. Formerly WPFH. Owned by Storer Broadcasting Co. Address: Suburban Station Bldg., Philadelphia. Zone 3. Phone: LOcust 8-2262 Philadelphia, OLympia 6-8171 Wilmington. Authorized eff. rad. pow.: visual 316 kw, aural 191 kw. Antenna: 478′ above ground, 848′ above sea level. Am station WIBG. Began operating June 30, 1949.

Representatives: National The Katz Agency Inc. Washington attorney Robert L. Jones.

Stockholders: Storer Broadcasting Co. (100%).

Executives:
George B. Storer, *president*
J. Robert Kerns, *vice president & managing director*

STATIONS: D. C.-FLA.

James McMurry, *station manager*
Lewis P. Johnson, *sales manager*
Ted Weber, *sales development director*
Roy M. Schwartz, *promotion manager*
William Jackson, *chief engineer*
Garry Geers, *news director*
Bill Pheiffer, *sports director*

Services: News UP. Live studios, number 3, size of largest 40′ x 42′, number of live cameras 6 studio. Remote equipment: complete RCA mobile unit, number remote cameras 3.

Film & ID: 3 16 mm film projectors; 2x2 slide projectors, essential copy ⅝x¾, scanned area ⅞x1 5/16. Film should be sent to Marvin H. Fisher, commercial production manager. Film required 72 hrs. before telecast; slides 48 hrs., artwork 6 hrs. Film editing services; Houston-negative-complete still lab.

Rates: Class A one hour live $1600, film $1600. Minute spot live $375, film $375. ID rate $187.50.

DISTRICT OF COLUMBIA

Washington: WMAL-TV

Ch. 7. Owned by The Evening Star Broadcasting Company Inc. Address: 4461 Connecticut Ave., N.W. Zone 8. Phone: KEllogg 7-1100. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 25 kw, aural 12.5 kw. Antenna: 398′ above ground, 763′ above sea level. Networks: ABC-TV (prim.). Am station WMAL. Began operating October, 1947. Interconnected.

Representatives: National H-R Television Inc., Washington attorneys Hogan & Hartson, consulting engineers Jansky & Bailey, Inc.

Stockholders: Evening Star Newspaper Co. (100%), publisher of Washington Evening Star.

Executives:
John W. Thompson Jr., *president*
F. S. Houwink, *general manager*
Neal J. Edwards, *commercial manager*
Theodore N. McDowell, *program director*
Allan T. Powley, *chief engineer*

Services: News AP. Live studios, number 3, size of largest 40′ x 70′, number live cameras 6. Remote equipment: available.

Film & ID: 2 RCA TP16A film projectors; 2 Spindler & Sauppe 35 mm automatic slide projectors. Film should be sent to Film Department. Film required 72 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network.

Rates: Class AA one hour $1,500. Minute spot $300. ID spot rate $150.

Washington: WRC-TV

Ch. 4. Owned by National Broadcasting Co. Inc. Address: Sheraton Park Hotel. Phone: ADams 4-5400. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Antenna: 538′ above ground, 738′ above sea level. Networks: NBC-TV (prim.). Am & fm stations WRC. Began operating June 27, 1947. Antenna:

Representatives: National NBC Spot Sales.

Stockholders: See WRCA-TV New York.

Executives:
Carleton D. Smith, *vice president & general manager*
William E. Coyle, *director of sales, advertising, promotion and public relations director*
Charles de Lozier, *sales manager*
Lefferts A. McClelland, *operations director*
William Grayson, *program manager*
John A. Lavan, *business manager*
John Rogers, *engineer in charge*
Jay Royen, *publicity director*
Ralph R. McCawley, *advertising & promotion manager*
Burton Bridgens, *public service manager*

Rates: Class A one hour $800. 10 sec. $120.

Washington: WTOP-TV

Ch. 9. Owned by Washington Post Co. Address: Broadcast House, 40th & Brandywine, N.W. Phone: EMerson 2-9300. Authorized eff. rad. pow.: visual 316 kw, aural 174 kw. Operating pow.: visual 316 kw, aural 174 kw. Antenna: 373′ above ground, 783′ above sea level. Networks: CBS-TV (prim.). Am & fm stations WTOP. Began operating January 16, 1949.

Representatives: National CBS Television Spot Sales, Washington attorneys Covington & Burling, consulting engineers George C. Davis.

Stockholders: Washington Post Co. (100%), publisher of Washington Post. Also owns WMBR-TV & WMBR Jacksonville, Florida.

Executives:
John S. Hayes, *president*
George F. Hartford, *vice president for television*
Robert A. J. Bordley, *sales manager*
Robert Adams, *promotion director*
Edward F. Ryan, *news & public affairs director*
Thomas B. Jones, *director of tv program operations*
Stanley Reid, *production director*
William Hedgpeth, *film director*
Twila Walker, *Sales promotion director*
Clyde M. Hunt, *vice president engineering*
Lawrence A. Wilkinson, *technical operations manager*
Donald H. Cooper, *chief tv engineer*

Color Equipment: network, film, slides.

Rates: Class A one hour live $1,800, film $1,800. Minute spot live $400, film $400. ID rate $200.

Washington: WTTG

Ch. 5. Owned by Du Mont Broadcasting Corp. Address: Hotel Raleigh, 12th St. & Pennsylvania Ave. N.W. Zone 4. Phone: STerling 3-5300. Authorized eff. rad. pow.: visual 50 kw, aural 25 kw. Operating pow: visual 50 kw, aural 25 kw. Antenna: 465′ above ground, 835′ above sea level. Began operating November 29, 1946. Interconnected.

Representatives: National Weed Television Corp., consulting engineers Lohnes & Culver.

Stockholders: Paramount Pictures Corp. (21.75%); Jones, Kreeger & Hewitt (14.9%); Richard D. Buckley (9.85%); approximately 7,000 others, none of whom owns more than 3%.

Executives:
Bernard Goodwin, *president*
Richard D. Buckley, *vice president in charge of programming & sales*
James R. Bonfils, *station manager*
Weston J. Harris, *production manager*
M. M. Burleson, *chief engineer*
Matthew Warren, *news director*
Peter A. Whipple, *office manager*
Charles Heaton, *promotion & publicity director*

Services: News UP. Live studios, number 2, size of largest 30′ x 60′, number live cameras 9. Remote equipment: 1 Du Mont mobile unit, number remote cameras 4.

Film & ID: 2 RCA 16 mm film projectors; 2 Selectro-Slide slide projectors, 2x2 metal bound slides. Film should be sent to Louis Lorenzetti. Film required 96 hrs. before telecast; slides 96 hrs., artwork 96 hrs. Film editing services.

Rates: Class A one hour live $1,000, film $1,000. Minute spot live $120, film $120. Class AA. ID rate $48.

FLORIDA

Daytona Beach: WESH-TV

Ch. 2. Owned by WCOA Inc. Address: 6th & Center Sts. Phone: Clinton 3-6591. Authorized eff. rad. pow.: 1.26 kw visual, 73 kw aural. Antenna 349′ above ground, 355′ above sea level. Began operating May 29, 1956.

Representatives: National Edward Petry & Co. Inc., Washington attorneys Dempsey & Koplovitz, consulting engineers Kear & Kennedy.

Stockholders: WCOA Inc. is licensee of WCOA Pensacola, 100% owned by *Jacksonville Journal* (Perry Newspapers).

Executives:
John H. Perry Jr., *president*
T. S. Gilchrist Jr., *vice president & general manager*
Walter Strouse, *station & commercial manager*
Thomas B. Newsom, *general sales manager*
William Hall, *program director*
Beecher Hayford, *technical director*
Al Peck, *chief engineer*

Rates: Class A one hour $200. Minute spot $40, 10 sec. $20.

Fort Myers: WINK-TV

Ch. 11. Owned by Fort Myers Broadcasting Co. Address: 54 Palm Beach Blvd. Phone: EDison 4-1331. Authorized eff. rad. pow.: visual 11.7 kw, aural 5.89 kw. Antenna: 350′ above ground, 355′ above sea level. Networks: ABC-TV, CBS-TV. Am station WINK. Began operating March 6, 1954.

Representatives: National Joseph Hirshey McGillvra Inc., Washington attorneys Cohn & Marks, consulting engineers Russell P. May.

Stockholders: United Garage & Service Corp., Cleveland (100%). United Garage & Service Corp. Owners: Arthur B. McBride Jr. (50%); Edward J. McBride (50%).

Executives:
A. J. Bauer, *general manager & sales manager*
Bob Bachman, *technical director*
Frank Nodine, *program director*

Rates: Class A one hour $150. Minute spot $26. ID rate 50% of applicable announcement rate.

Jacksonville: WMBR-TV

Ch. 4. Owned by The Washington Post Co. Address: 605 South Main St. Zone 7. Phone: EXbrook 8-0501. Authorized eff. rad. pow.: visual 100 kw, aural 70 kw. Operating pow.: visual 100 kw, aural 70 kw. Antenna: 994′ above ground, 995′ above sea level. Networks: CBS-TV (prim.), ABC-TV. Am & fm stations WMBR. Began operating September 1949. Interconnected.

Representatives: National CBS Television

Spot Sales, Washington attorneys Covington & Burling.

Stockholders: The Washington Post Co. (100%).

Executives:

Philip L. Graham, *president, Washington Post Co.*
John S. Hayes, *vice president, Washington Post Co.*
Glenn Marshall Jr., *president,* WMBR *Division general manager*
Charles M. Stone, *vice president* WMBR-TV
David H. Booher, *sales manager*
Harry Kalkines, *program director & film buyer*
Ernest B. Vordermark, *chief engineer*
Bill Grove, *news director*
Claude Taylor, *farm director*
Virginia Atter, *women's director*
Dick Stratton, *sports director*
Kenneth N. McClure, *promotion manager*
Leonard Mosby, *production manager*

Services: News UP Unifax, UP News Service, US Weather Bureau Weather Wire. Live studios, number 2, size of largest 40′ x 55′, number live cameras 3. Remote equipment: DuMont & General Electric Microwave, number remote cameras 2.

Film & ID: 2 GE-Eastman 16 mm film projectors; 2 2x2 automatic slide projectors. Film should be sent to Jack Sears, Film Dept. Film required 5 pm of the fifth working day before telecast; slides 72 hrs., artwork 72 hrs. Film editing services, 16mm.

Color Equipment: network, 2-color slides.

Rates: Class AA one hour live $850, film $850. Minute spot live $200, film $200. ID rate $90.

Jacksonville: WFGA-TV

Ch. 12. Owned by Florida-Georgia Television Co. Inc. Address: 1070 E. Adams St. Zone 2. Phone: ELgin 6-3381. Authorized eff. rad. pow.: visual 316 kw, aural 200 kw. Operating pow: visual 316 kw, aural 200 kw. Antenna: 996′ above ground, 1,000′ above sea level. Networks: NBC-TV (prim.). Began operating September 1, 1957. Interconnected.

Representatives: National Peters, Griffin, Woodward, Inc., Washington attorneys Koteen & Burt, consulting engineers Vandivere, Cohen & Wearn.

Stockholders: George H. Hodges, president (26%); Alexander Brest, secretary-treasurer (26%); Harold S. Cohn, vice president (19%); Mitchell Wolfson, vice president (5%); Sidney Meyer (5%); Wometco Television and Theatre Co. (10%); 7 others, none owning over 3%.

Executives:

George H. Hodges, *president*
Alexander Brest, *secretary-treasurer*
Mitchell Wolfson, *vice president & director*
Jesse H. Cripe, *vice president & general manager*
Ralph W. Nimmons, *general sales manager*
Willard Fraker, *local sales manager*
Carl Bruton, *production manager & acting program manager*
Harold S. Cohn, *vice president for news, sports & public affairs*
Harold Baker, *director for news & special events*
Walt Dunbar, *sports director*
Bill Walker, *promotion manager*
James P. Reidenbach, *film editor*
Sherwood H. Smith, *public service director*
Mrs. John W. Donahoo, *women's and children's director*
H. L. Wingfield, *chief engineer*

Services: News AP, CBS Newsfilm. Live studios, number 1, size of largest 60′ x 80′, number live cameras 2 b&w, 2 color. Remote equipment: mobile unit number remote cameras 2.

Film & ID: 2 16 mm film projectors; 2 2x2 slide projectors, scanned area 1 1/8x27/32. Film should be sent to Operations Desk for commercial films, Film Editor for program and sustaining films. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; Houstin continuous 16 mm processor.

Color Equipment: network, live, film, slides.

Rates: Class AA one hour, film $600. Minute spot film $150. ID rate $75.

Miami: WCKT

Ch. 7. Owned by Biscayne Television Corp. Address: 1401 N. Bay Causeway. Zone 38. Phone: PLaza 1-6692. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow: visual 316 kw, aural 158 kw. Antenna: 991′ above ground, 997′ above sea level.

Representatives: National NBC Spot Sales, Washington attorneys Hogan & Hartson, consulting engineers Page, Creutz, Steel & Waldschmitt.

Stockholders: Niles Trammell (15%); John S. Knight (17.5%); James M. Cox Jr. (30.5%); James L. Knight (10%); C. Blake McDowell (5%); J. Leonard Reinsch (5%); Lee Hills (5%); Owen F. Uridge (5%); James M. LeGate (3.5%); Milton C. Scott (3.5%).

Executives:

Niles Trammell, *president & general manager*
James M. LeGate, *station manager*
Robert L. Fidlar, *commercial manager*
Charles H. Phillips, *national sales manager*
Charles L. Kelly, *operations manager*
Gene Walz, *production manager*
M. C. Scott Jr., *chief engineer*
Gene Strul, *news director*
William Bischoff, *farm director*
Clure Mosher, *sports commentator*
Frank Struzzieri, *film buyer*
Ruth Richardson, *traffic manager*

Services: News AP (voice), INS Telenews, Unifax. Live studios, number 3, size of largest 60′x80′, number live cameras 2. Remote equipment: RCA TJ-56 mobile unit with microwave & audio, number remote cameras 2 camera chains.

Film ID: 2 RCA TP 6CC 16 mm film projectors; 3 2x2 slide projectors. Film should be sent to Frank Struzzieri, *film buyer and editor.* Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; complete 16 mm lab, Houston labmaster, 16 mm, reversal & negative.

Color Equipment: network, film, slides.

Rates: Class AA one hour live $1,187.50, film $950. Film 20 sec. $237. ID rate $119.

Miami: WITV

Ch. 17. Owned by Gerico Investment Co. Address: 228 N. E. 3rd St., Miami; 5500 Hallandale Beach Blvd. Hollywood, Fla. Phone: FR 4-3108. Miami. Authorized eff. rad. pow.: visual 563 kw, aural 321 kw. Operating pow: visual 536 kw, aural 321 kw. Antenna: 752′ above ground, 762′ above sea level. Networks: ABC (prim.). Began

From the files of the American Cancer Society

Yes!
I had cancer

"MANY PEOPLE think cancer is incurable. They're wrong and I can prove it! So can 800,000 other Americans like me.

"On a gray morning in November, 1942, a specialist confirmed the diagnosis of cancer made by my family doctor. What he had to say reassured me.

"He explained that, thanks to my habit of having yearly checkups, my doctor had caught the cancer in its early stage. It was localized and it could be completely removed by surgery. So, here I am as hale and hearty as if I'd never had cancer!"

That was 15 years ago, when only 1 out of 4 persons with cancer was being cured. Today, thanks to improved methods of treatment, and earlier diagnosis, 1 person in 3 is being saved.

And with present knowledge, it can be 1 in 2, if everyone observes two simple precautions: Have a health checkup annually. Keep alert for cancer's seven danger signals.

Progress in the American Cancer Society's fight against cancer depends on the dollars donated for its broad, nation-wide program of research, education and service to the stricken.

Help to swell the ranks of people saved from cancer. Fight Cancer with a Checkup and a Check. Send a check *now* to "Cancer," care of your local post office.

AMERICAN CANCER SOCIETY

operating November 25, 1953. Interconnected.

Representatives: National Forjoe-Tv Inc., Washington attorneys Welch, Mott & Morgan, consulting engineers Jansky & Bailey.

Stockholders: Russel E. Lowell (19.3%); Mortimer W. Loewi (15.5%); E. J. Richardson (11.3%); George W. English (14.0%); L. Colman Judd (8.6%); 15 others (31.3%).

Executives:

Mortimer W. Loewi, *president & general manager*
William Brown, *commercial manager*
Lee Phillips, *program director*
William M. Lotham, *chief engineer*
William Bayer, *news director*
Bea May, *women's director*
Joe Stewart, *sports director*
Chas. Azevedo, *production*

Services: News UP. Live studios, number 2, size of largest 40'x60', number live cameras 7. Remote equipment: Du Mont equipped remote bus, number remote cameras 5.

Film & ID: 3 RCA 16mm film projectors; 2 2x2 slide projectors, critical area 5/8x11/16; Telop available for 4x5 also rolling title accessory for Telop. Film should be sent to Henry Johnson. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services.

Rates: Class A one hour live $500, film $500. Minute spot live $100, film $100. ID rate $50.

Miami: WPST-TV

Ch. 10. Owned by Public Service Television Inc. Address: Biscayne Blvd. & 21st St. Phone: FRanklin 1-6501. Authorized eff. rad. pow.: visual 316 kw, aural 195 kw. Antenna: 991' above ground, 997' above sea level. Network: ABC-TV (prim.) Began operating August 2, 1957. Interconnected.

Representatives: National Edward Petry & Co. Inc., Washington attorneys Krieger & Jorgensen, consulting engineers George P. Adair Engineering Co.

Stockholders: Wholly owned subsidiary of National Airlines Inc.

Executives:

G. T. Baker, *president*
Walter Koessler, *general manager*
Bob Hanna, *national sales manager*
Jack Barry, *production director*
William R. Needs, *chief engineer*
John Holbrook, *news director*
Steve Ellis, *sports director*

Services: News UP. Live studios, number 2, size of largest 52'x80', number live cameras 5. Remote equipment: one-truck complete, 2 microwave systems, 3 remote cameras.

Film ID: 2 35 mm film projectors; 3 2x2 SRA standard slide projectors. Film should be sent to John Murphy, *film director*. Film required 72 hrs. before telecast; slides 72 hrs., artwork 96 hrs. Film editing services, 16 mm; Houston Fearless processing, negative & positive film handled.

Color Equipment: network.

Rates: Class AAA one hour live $825 plus production, film same. Minute spot live $210 plus talent, film same. ID rate $105.

Miami: WTVJ

Ch. 4. Owned by WTVJ Inc. Address: 316 N. Miami Ave. Zone 31. Phone: FR 4-6262. Authorized eff. rad. pow.: visual 100 kw, aural 70 kw. Operating pow: visual 100 kw, aural 70 kw. Antenna: 990' above ground, 1,002' above sea level. Networks: CBS-TV (prim.) Began operating March 21, 1949. Interconnected.

Representatives: National Peters, Griffin, Woodward, Inc., Washington attorneys Segal, Smith & Hennessey, consulting engineers Jansky & Bailey.

Stockholders: Wolfson-Meyer Corp.

Executives:

Mitchell Wolfson, *president*
Lee Ruwitch, *executive vice president & general manager*
Jack Shay, *vice president in charge of operations*
Lee Waller, *program director*
Bill Brazzil, *national sales director*
Ted Eiland, *local sales director*
Burt Toppan, *promotion manager*
George Vickery, *merchandising & publicity director*
Ken Bagwell, *assistant national sales director*
Frank Howell, *national account representative*
Louis Wolfson, *film buyer*
Earl Lewis, *chief engineer*
Robert J. Ross, *business manager*
Mel Kampe, *public service director*

Services: News UP wire, Fax, CBS news films. Live studios, number 3, size of largest 68' x 100', number live cameras 11. Remote equipment: complete Linn special truck, plus WTVJ-built truck which can handle 12 cameras, number remote cameras 3 Du Mont field.

Film & ID: 2 16 mm film projectors; 1 2x2 Balop slide projector. Film should be sent to Dave Riddle. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services: 16 mm Metal Master.

Color Equipment: network. RCA studio camera, complete film & 2x2 Balop color projector.

Rates: Class AA one hour live on request, film $1,100. 20 sec. spot film $280. ID rate $140.

Orlando: WDBO-TV

Ch. 6. Owned by Cherry Broadcasting Co. Address: 30 S. Ivanhoe Blvd. Phone: CHerry 1-1491. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Antenna: 540' above ground, 687' above sea level. Networks: CBS-TV (prim.), ABC-TV. Am station WDBO. Began operating July 1, 1954. Interconnected.

Representatives: National Blair Television Assoc. Inc., Washington attorneys Dow, Lohnes & Albertson, consulting engineers Lohnes & Culver.

Stockholders: William S. Cherry Jr., president (85%); William H. Goodman, treasurer & assistant secretary (10%); Arnold F. Schoen Jr., vice president & secretary (5%).

Executives:

William S. Cherry Jr., *president*
Harold P. Danforth Sr., *general manager*
Walter E. Sickles, *program director*
James E. Yarbrough, *chief engineer*
Phil Brook, *news director*
Don McAllister, *sports director*
Agnes V. Carlson, *co-ordinator of sales*

Mark V. Barker Jr., *production director*
Harold P. Danforth Jr., *film director*

Services: News AP, UP. Live studios, number 1, size of largest 40′ x 60′, number live cameras 2.

Film & ID: 2 GE 16 mm film projectors; 1 2x2 Gray Telejector, 10/16x15/16. Film should be sent to Harold P. Danforth Jr., 950 N. Texas Ave. Film required 72 hrs. before telecast; slides 72 hrs., artwork 1 wk. Film editing services.

Color Equipment: network.

Rates: Class AA one hour live $450, film $450. Minute spot live $90, film $90. ID rate $45.

Palm Beach: WPTV

Ch. 5. Owned by John H. Phipps. Address: 5 Cocoanut Row. Phone: TEmple 3-2471. Authorized eff. rad. pow.: visual 100 kw, aural 60.3 kw. Antenna: 544′ above ground, 549′ above sea level. Networks: NBC-TV (prim.), CBS-TV. Began operating August 22, 1954. Interconnected.

Representatives: National Blair Television Assoc. Inc., regional Harry Cummings (Jacksonville), Washington attorneys McKenna & Wilkinson.

Stockholders: John H. Phipps (100%).

Executives:

John H. Phipps, *owner*
Stephen P. Willis, *general manager*
W. L. Woods, *commercial manager*
Robert W. Murphy, *production manager*
Lewis Evenden, *chief engineer*
Robert L. Ray, *news director*
Jean Franks, *women's director*

Services: News AP. Live studios, number 1, size of largest 37′ x 47′, number live cameras 2.

Film & ID: 1 16 mm film projector; 1 slide projector, 2x2 slides. Film should be sent to Robert E. Abel, Film Director. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $315, film $275. Minute spot live $58, film $50. ID rate 50% of applicable rate.

Panama City: WJDM-TV

Ch. 7. Owned by WJDM-TV Inc. Address: Box 428, Highway 98. Phone: ADams 4-2251. Authorized eff. rad. pow.: visual 10.7 kw, aural 5.36 kw. Antenna: 487′ above ground, 502′ above sea level. Networks: ABC-TV, NBC-TV, CBS-TV. Began operating December 1, 1953.

Representatives: National George P. Hollingbery Co., Washington attorneys Welch, Mott & Morgan, consulting engineers Commercial Radio Equipment Co.

Stockholders: Mel Wheeler & wife (100%).

Executives:

Mel Wheeler, *general manager*
Milt de Reyna, *assistant general manager & national sales manager*
Harry C. Babb, *station manager*
Jim Smith, *chief engineer*

Rates: Class A one hour $140. Minute spot $28, ID rate $14.

Pensacola: WEAR-TV

Ch. 3. Owned by Gulfport Broadcasting Corp. Address: Box 431, U. S. Highway 90 W. of Pensacola. Phone: GLendale 5-7311. Authorized eff. rad pow.: visual 55.4 kw, aural 33.2 kw. Antenna: 613′ above ground, 677′ above sea level. Networks: ABC-TV, CBS-TV. Am station WEAR. Began operating January 13, 1954.

Representatives: National George P. Hollingbery Co., Washington attorneys Welch, Mott & Morgan, consulting engineers Commercial Radio Equipment Co.

Stockholders: Charles W. Smith, chairman (51%); Mel Wheeler, president & secretary-treasurer (25%); F. M. Turner (12%); A. C. Johnson (12%).

Executives:

Mel Wheeler, *president & general manager*
Milt de Reyna Jr., *assistant manager & national sales manager*
Irv Welch, *local sales manager*
Jim Smith, *chief engineer*

Rates: Class A one hour $240. Minute spot $48, ID rate $24.

St. Petersburg: WSUN-TV

Ch. 38. Owned by City of St. Petersburg. Address: Municipal Pier. Phone: 5-4121. Authorized eff. rad. pow.: visual 257 kw, aural 122.4 kw. Operating pow.: visual 257 kw, aural 122.4 kw. Antenna: 500′ above ground, 500′ above sea level. Networks: ABC-TV (prim.). Am station WSUN. Began operating May 15, 1953. Interconnected.

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Northwest Florida Coast

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WEAR-TV, Pensacola — Channel 3

WJDM-TV, Panama City — Channel 7

Use the Gulf combination to reach over 1,000,000 persons with retail sales of $600,000,000 annually.

WEAR-TV Pensacola CBS ABC

WJDM-TV Panama City NBC CBS ABC

Represented nationally by George P. Hollingbery Co. • Mel Wheeler, General Manager

STATIONS: FLA.-GA.

Representatives: National Venard, Rintoul & McConnell, regional James S. Ayers (southeast), Washington attorneys Loucks, Zias, Young & Jansky, consulting engineer James C. McNary.

Stockholders: City of St. Petersburg (100%).

Executives:
Fred P. Shawn, *general manager*
Barney Kobres, *sales manager*
Charles W. Mason, *program director*
Louis J. Link, *chief engineer*

Services: News AP, UP Unifax, TelePromPter. Live studios, number 1, size of largest 40' x 60', number live cameras 2.

Film & ID: 2 RCA 16 mm film projectors; 2 2x2 slide projectors, 2x2 tape or metal mounted slides, tape preferred, copy: 17x22 mm, WSUN-TV ident preferred in horizontal bank in bottom ¼. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 1 wk., artwork 1 wk. Film editing services; Morris Tank, negative film handled, silent & sound-on film shot.

Rates: Class A one hour live $400, film $400. Minute spot live $80, film $80. ID rate $40.

Tallahassee: WCTV

Ch. 6. Owned by John H. Phipps. Address: 2225 N. Monroe St. Phone: 3-3666. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Antenna: 669' above ground, 909' above sea level. Networks: NBC (prim.), CBS, ABC-TV. Began operating September 15, 1955. Interconnected.

Representatives: National Blair Television Assoc. Inc., regional Harry E. Cummings, Washington attorneys McKenna & Wilkinson.

Stockholders: John H. Phipps (100%).

Executives:
John H. Phipps, *owner*
L. Herschel Graves, *managing director*
William L. Woods, *national sales manager*
Harry R. Wagner, *program director*
William Snowden, *chief engineer*
Frank Pepper, *news director*
Barbara Young, *women's director*

Services: News AP. Live studios, number 2, size of largest 40' x 60', number live cameras 2.

Film & ID: 2 16 mm film projectors; 2x2 tape or metal mounted slide projectors. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 1 wk. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $390, film $350. Minute spot live $108, film $100. ID rate $50.

Tampa-St. Petersburg: WFLA-TV

Ch. 8. Owned by The Tampa Tribune Co. Address: 905 Jackson St., Tampa. Zone 1. Phone: 2-0131. Authorized eff. rad. pow.: visual 316 kw, aural 221 kw. Antenna: 1,055' above ground, 1,130' above sea level. Networks: NBC-TV (prim.), Am station WFLA. Began operating January 26, 1955. Interconnected.

Representatives: National Blair-Tv, Washington attorneys Segal, Smith & Hennessey, consulting engineers Page, Creutz, Steel & Waldschmitt.

Stockholders: The Tampa Tribune Co. (100%).

Executives:
John C. Council, *president*
George W. Harvey, *vice president & general manager*
William B. Faber, *sales manager*
J. E. Faraghan, *program director*
Carl P. Bergquist, *program operations manager*
L. George Geiger, *production manager*
Tom Matthews, *night manager*
Byron Taggart, *promotion manager*
J. H. Mitchell, *chief engineer*
Fred Worthington, *news editor*
Mardi Liles, *farm service director*
Olga Hanscomb, *women's director*
Peter Holst, *film editor*

Services: News AP, AP Photo-Fax. Live studios, number 3, size of largest 50' x 70', number live cameras 4. Remote equipment: completely equipped remote truck number remote cameras 2.

Film & ID: 2 16 mm film projectors; 2 35 mm slide projectors, 11/16x15/16, 2x2 tape or metal mounted. Film should be sent to Carl P. Bergquist. Film required 72 hrs. before telecast; slides 72 hrs., artwork 5 days. Film editing services; 16 mm film handled.

Color Equipment: network, film, slides.

Rates: Class A one hour live $850. Minute spot live $160. ID rate $80.

Tampa-St. Petersburg: WTVT

Ch. 13. Owned by WKY Television System Inc. Address: 3212 Grand Central, Box 1198. Tampa. Zone 1. Phone REdwood 6-1313. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow: visual 316 kw, aural 158 kw. Antenna: 828' above ground, 868' above sea level. Networks: CBS-TV (prim.). Began operating April 1, 1955. Interconnected.

Representatives: National The Katz Agency Inc, Washington attorneys Pierson, Ball & Dowd, consulting engineers A. D. Ring & Assoc.

Stockholders: See WKY-TV Oklahoma City, Okla.

Executives:
P. A. Sugg, *executive vice president & general manager*
Norman Bagwell, *business manager & administrative assistant*
John Haberlan, *commercial manager*
Robert Olson, *operations manager*
Robert Doty, *program director*
William Witt, *chief engineer*
Dick John, *news director*
Will Sinclair, *farm director*
Walter Rhoads, *production manager*
Guy Bagli, *sports director*
Sol Fleischman, *outdoor editor*
Edwin Jay, *promotion manager*
Sandy Geer, *public service director*

Services: News UP, UP regional wire, AP state. Live studios, number 2, size of largest 45' x 75', number live cameras up to 4. Remote equipment: remote truck with associated microwave equipment, number remote cameras up to 4.

Film & ID: 4 16 mm film projectors; 2 35 mm slide projectors, taking SRA standards. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; Houston, 16 mm blue base reversal.

Color Equipment: network, film, slides.

Rates: Class A one hour live $950, film $850. Minute spot live $235, film $220. ID rate $110.

West Palm Beach: WEAT-TV

Ch. 12. Owned by WEAT-TV Inc. Address: Hotel Pennsylvania. Phone: TEmple 3-9663. Authorized eff. rad. pow.: visual 112 kw, aural 60 kw. Antenna: 352' above ground, 362' above sea level. Networks: ABC-TV, CBS-TV. Am station WEAT. Began operating January 1, 1956.

Representatives: National Venard, Rintoul & McConnell Inc., regional James S. Ayers Co. (southeast), Washington attorneys Cohn & Marks.

Stockholders: Palm Beach Tv Co. Inc. (100%). Its owners are Rand Broadcasting-Rex Rand, president (80%), and Bertram Lebhar (20%).

Executives:
Rex Rand, *president*
Bertram Lebhar Jr., *executive vice president & general manager*
Edward J. Henney, *general sales manager*
C. C. Levis, *local sales manager*
J. Ross McPherson, *chief engineer*
Mary O'Connell, *program director*
Jack Poole, *production manager*

Rates: Class A one hour $200. Minute spot $40, 10 sec. $20.

GEORGIA

Albany: WALB-TV

Ch. 10. Owned by Herald Publishing Co. Address: 138 Pine Ave. Phone: HEmlock 5-8386. Authorized eff. rad. pow.: visual 112 kw, aural 56.2 kw. Operating pow: visual 112 kw, aural 56.2 kw. Antenna: 424' above ground, 649' above sea level. Networks: NBC-TV, ABC-TV Am station WALB. Began operating April 7, 1954. Interconnected.

Representatives: National Venard, Rintoul & McConnell Inc., regional James S. Ayers Co. (south), Washington attorneys Kirkland, Fleming, Green, Martin & Ellis, consulting engineers Kear & Kennedy.

Stockholders: James H. Gray, president (79.4%); Martha M. Nall, secretary (.2%); Mrs. W. B. Haley (9.3%); A. C. and I. C. Gortatowsky (2.7); Clara B. Wilson (2.6%); 10 others, none owning as much as 2%. Also publishes *Albany Herald*.

Executives:
James H. Gray, *president*
Raymond E. Carow, *general manager*
Reba Hill, *program director & women's director*
John L. Rivard, *chief engineer*
Lyman Gray, *news director*
Ezra Hawkins, *farm director*
Jerry Gorga, *sports director*

Services: News AP. Live studios, number 1, size of largest 25' x 30', number live cameras 2.

Film & ID: 2 RCA 16mm film projectors; RCA Dual Disk 2x2 slide projectors; Federal telop, 2¼x3 copy area. Film should be sent to Raymond E. Carow. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; processing of reversal film, 16mm.

Color Equipment: network.

Rates: Class A one hour live $250, film $250. Minute spot live $50, film $50. ID rate $25.

Atlanta: WAGA-TV

Ch. 5. Owned by Storer Broadcasting Co. Address: 1018 W. Peachtree St., N. W. Phone: TRinity 2-3553. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow: visual 100 kw, aural 50 kw. Antenna: 1100′ above ground, 2049′ above sea level. Networks: CBS-TV (prim.). Am station WAGA. Began operating March 8, 1949.

Representatives: National The Katz Agency Inc., Washington attorneys Dow, Lohnes & Albertson, consulting engineers A. Earl Cullum Jr.

Stockholders: Storer Broadcasting Co. (100%).

Executives:
George B. Storer Sr., *president*
Glenn C. Jackson, *vice president & managing director*
John W. Collins Jr., *assistant managing director charge of sales*
Don Naylor, *program director*
Hugo Bondy, *chief engineer*
Dale Clark, *news director*

Services: News UP Wirephoto, AP, Western Union Sports Service. Live studios, number 2, number live cameras 4.

Film & ID: 2 16mm Du Mont Cinecon, 2 RCA T I C 20 film projectors; 2x2 slide projectors, 13/16x13/16 copy, background 15/16x 15/16, 2x2 35 mm transparent slides mounted between glass, tape or metal (metal preferred), show rate 2 sec/slide, instant switch or dissolve. Film should be sent to Don Naylor. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network, film, slides.

Rates: Class A one hour live $1000 plus camera, film $1000. Minute spot live $250 plus camera & talent, film $250. ID rate $125.

Atlanta: WLW-A

Ch. 11. Owned by Crosley Broadcasting Corp. Address: 1611 West Peachtree, N.E. Phone: TRinity 2-1141. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Antenna: 585′ above ground, 1,527′ above sea level. Networks: ABC-TV (prim.). Began operating September 30, 1951. Interconnected.

Representatives: National Bomar Lawrence & Assoc., Washington attorneys Hogan & Hartson.

Stockholders: Crosley Broadcasting Corp. (100%).

Executives:
Robert E. Dunville, *president*
Harry LeBrun, *vice president & general manager*
J. P. Dwyer, *vice president & comptroller*
James H. Burgess, *sales manager*
Bob Hendrickson, *program & news director*
Harvey J. Aderhold, *chief engineer*
Howard M. Rowe, *promotion director*
Wilbur Fattig, *assistant chief engineer*
James Sharp, *production manager*
Thomas H. Hitchcock, *film director*

Services: News UP. Live studios, number 2, size of largest 40′ x 65′, number live cameras 7. Remote equipment: flexible bus, complete audio & microwave & cameras, number remote cameras 3.

Film & ID: 2 16 mm RCA film projectors; 2x2 35 mm slide projector. Film should be sent to Thomas Hitchcock, Film Director. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services available; stills processed.

Rates: Class A one hour live $900, film $900. Minute spot live $175, film $175. ID rate $90.

Atlanta: WSB-TV

Ch. 2. Owned by Atlanta Newspapers Inc. Address: 10 Forsyth St., N.W. Phone: TRinity 5-7221. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Antenna: 1,059′ above ground, 2,032′ above sea level. Networks: NBC-TV (prim.). Am station WSB. Began operating September 29, 1948.

Representatives: National Edward Petry & Co., Washington attorneys Dow, Lohnes & Albertson.

Stockholders: Licensee publishes Atlanta Constitution and Journal (Cox).

Executives:
J. Leonard Reinsch, *executive director* (Cox stations)
Marcus Bartlett, *general manager*
Don Elliot Heald, *sales manager*
R. A. Holbrook, *chief engineer*
Jean Hendrix, *film buyer*
Ray Moore, *news editor*
Walter Paschal, *promotion manager*

Services: News AP, UP. Studios, number 2,

Get the most out of your advertising dollar

. . . a long list of satisfied clients testify to the result getting ability of

SOUTH GEORGIA'S

WALB TV

Channel 10

ALBANY, GA.

NBC INTERCONNECTED—ABC—and TOP LOCAL PROGRAMS

James H. Gray
President

Raymond E. Carow
General Manager

AN NBC PEP STATION

Represented nationally by
VENARD, RINTOUL & McCONNELL, INC.

Southern Representative
JAMES S. AYERS CO.

size of largest 50'x70'. Remote equipment: 1 RCA mobile unit, Zoomar lens, color microwave equipment, number remote cameras 3.

Film & ID: 6 RCA camera chains; 1 Bodde rear screen projector; 1 b&w, 1 color RCA film cameras; 4 16 mm RCA film projectors, 2 b&w, 2 color; 1 b&w, 1 color slide projectors; 1 Telop apaque projector.

Color Equipment: network, films, slides.

Rates: Class A one hour live 1,000, film $1,000. Minute spot live $250, film $250. ID rate $125.

Augusta: WJBF

Ch. 6. Owned by Georgia-Carolina Broadcasting Co. Address: Box 490. Phone: 5-6666. Authorized eff. rad. pow.: visual 100 kw, aural 61 kw. Operating pow.: visual 100 kw, aural 61 kw. Antenna: 1,292' above ground, 1,677' above sea level. Networks: NBC-TV (prim.). ABC-TV. Began operating November 23, 1953. Interconnected.

Representatives: National Avery-Knodel Inc., consulting engineers A. D. Ring & Assoc.

Stockholders: J. B. Fuqua (100%).

Executives:

J. B. Fuqua, *president & general manager*
Thomas J. Hennessy, *commercial manager*
John Radek, *program director & farm director*
John P. Jopling, *chief engineer*
Warren Hites, *news director*
D. M. Kelly Jr., *vice president*

Services: News UP. Live studios, number 2, size of largest 50' x 60', number live cameras 4.

Film & ID: 3 16 mm film projectors; 1 2x2 slide projectors. Film should be sent to Operations Desk. Film required 24 hrs. before telecast; slides 24 hrs., artwork 24 hrs. Film editing services; 16 mm processing.

Color Equipment: network.

Rates: Class A one hour live $350. Minute spot live $75, film $75. ID rate $37.50.

Augusta: WRDW-TV

Ch. 12. Owned by Radio Augusta Inc. Address: Georgia Ave. at Observatory Ave. Phone: 7-5432. Authorized eff. rad. pow.: visual 102 kw, aural 51.5 kw. Operating pow.: visual 102 kw, aural 51.5 kw. Antenna: 498' above ground, 968' above sea level. Networks: CBS-TV (prim.). ABC-TV Am station WRDW. Began operating February 14, 1954. Interconnected.

Representatives: National The Branham Co., Washington attorneys Dow, Lohnes & Albertson, consulting engineers Frank H. McIntosh.

Stockholders: Southeastern Newspapers Inc. (100%).

Executives:

Pat H. Rice Jr., *president*
James W. Hicks, *general manager*
Lou Stratton, *commercial manager*
Richard A. Fennell, *program director*
Joseph P. Gill, *chief engineer*
John Barnes, *news director*
Lee Sheridan, *sports director*

Services: News AP. Live studios, number 3, size of largest 40' x 60', number live cameras 3.

Film & ID: 2 16 mm film projectors; 1 2x2 35 mm slide projector. Film should be sent to Frank Allen. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services, Houston Fearless 16 mm processing unit.

Color Equipment: Facilities available for sound and silent films (16 mm); 1 Auricon sound camera and 2 Bolex silent cameras.

Rates: Class A one hour live $350, film $350. Minute spot live $75, film $75. ID rate $37.50.

Columbus: WRBL-TV

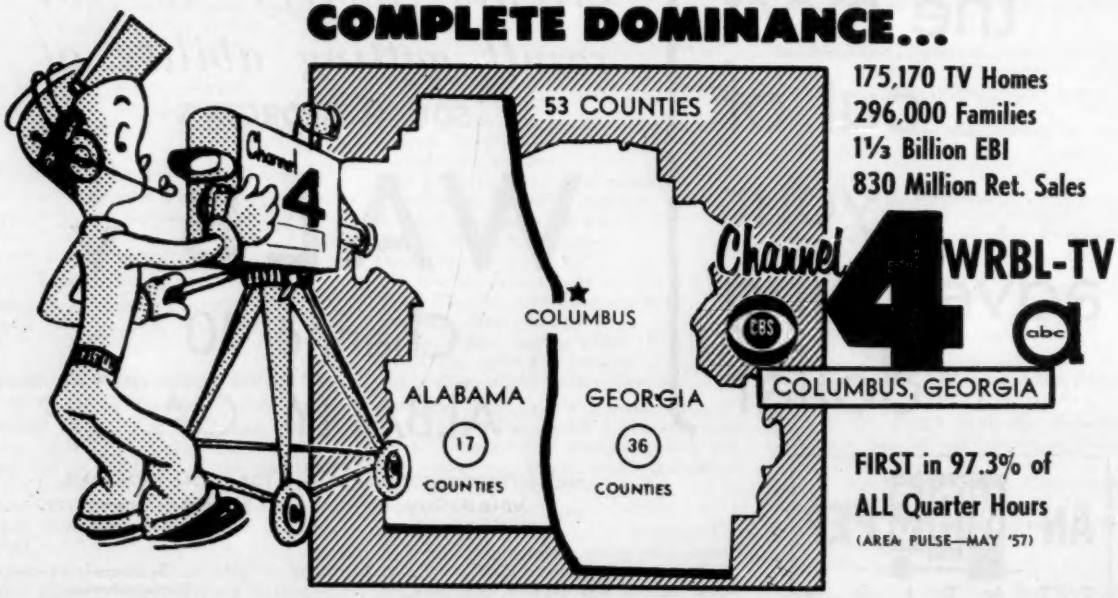
Ch. 4. Owned by Columbus Broadcasting Co. Inc. Address: 1350 13th Ave. Phone: FAirfax 2-0602. Authorized eff. rad. pow.: visual 100 kw, aural 70 kw. Operating pow: visual 100 kw, aural 70 kw. Antenna: 429' above ground, 1,049' above sea level. Networks: CBS-TV (prim.), ABC-TV. Am station WRBL. Began operating November 8, 1953. Interconnected.

Representatives: National George P. Hollingbery Co., Washington attorneys Dempsey & Koplovitz, consulting engineers George C. Davis.

Stockholders: R. W. Page Corp., publisher of *Columbus Enquirer* and *Ledger* (51%); J. W. Woodruff (19%); J. W. Woodruff Jr. (30%).

Executives:

J. W. Woodruff Jr., *president & general*



Call HOLLINGBERY Company

manager
Ridley Bell, *station manager*
George "Red" Jenkins, *commercial manager*
George A. Gingell, *program director*
Joe A. Gamble, *chief engineer*
Glen Broughman, *news director*
Dr. J. E. Deloney, *farm director*
Rozell Fabiani, *women's director*
Bob Pruitt, *sports director*
Frank Hardman, *technical director*

Services: News UP, UP Facsimile. Live studios, number 2, size of largest 30′ x 45′, number live cameras 3. Remote equipment: mobile unit, number remote cameras 3.

Film & ID: 2 GE Suncrolight 16 mm film projectors; 2 slide projectors, safe viewing area 2x2 tape or metal mounted. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services; Micro-Record Developer; 16 mm Houston Reversal Labmaster.

Color Equipment: network.

Rates: Class A one hour live $440 plus, film $400. Minute spot live $88, film $80 plus ID rate $40.

Columbus: WTVM

Ch. 28. Formerly WDAK-TV. Owned by Martin Theatres of Ga. Inc. Address: 1308 First Ave. Phone: FA 2-8828. Authorized eff. rad. pow.: visual 204 kw, aural 121 kw. Operating pow.: visual 204 kw, aural 121 kw. Antenna: 449′ above ground, 1,049′ above sea level. Networks: NBC-TV (prim.), ABC-TV. Began operating October 6, 1953. Interconnected.

Representatives: National Headley-Reed Tv, regional Jim Ayers (southeast), Washington attorneys Cohn & Marks consulting engineers Lohnes & Culver.

Stockholders: Martin Theatres of Ga. Inc.

Executives:
Guy Tiller, *general manager*
Joe Windsor, *commercial manager*
Weyman Brooks, *news director*
Jack Rathbun, *sports director*
Ronnie Otwell, *film director*
Charley Parrott, *engineering supervisor*

Services: News AP. Live studios, number 1, size of largest 40′ x 80′, number live cameras 3. Remote equipment: available, number remote cameras 1 Zoomar lens.

Film & ID: 2 RCA 16 mm TP 16 film projectors; 1 Gray slide projector, viewing area 1 ⅛x⅞. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $300, film $300. Minute spot live $60, film $60. ID rate $30.

Macon: WMAZ-TV

Ch. 13. Owned by Southeastern Broadcasting Co. Address: Bankers Insurance Bldg. Phone: 2-7373. Authorized eff. rad. pow.: visual 250 kw, aural 125 kw. Operating pow.: visual 250 kw, aural 125 kw. Antenna: 514′ above ground, 848′ above sea level. Networks: CBS-TV (prim.) ABC-TV, NBC-TV. Am station WMAZ. Began operating September 27, 1953. Interconnected.

Representatives: National Avery-Knodel Inc., George C. Davis consulting engineers.

Stockholders: George P. Rankin Jr., president (71.4%); Wallace Miller, vice president (3%); Wilton E. Cobb, secretary-treasurer (22.6%); Mary S. Miller (3%).

Executives:
George P. Rankin Jr., *president & chief engineer*
Wilton E. Cobb, *general manager*
Frank Crowther, *commercial manager*
Joe Andrews, *news director*
Bob Savage, *sports director*
J. D. Lawhon, *technical director*

Services: News UP. Live studios, number 2, size of largest 30′x40′, number live cameras 2.

Film & ID: 2 16 mm film projectors; 2 35 mm slide projectors. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network.

Rates: Class AA one hour film $400. Minute spot film $80. ID rate $40.

Rome: WROM-TV

Ch. 9. Owned by WROM-TV Inc. Address: Box 473. Phone 2-0833. Authorized eff. rad. pow.: visual 30.9 kw aural 15.5 kw. Antenna: 87′ above ground, 1,468′ above sea level. Am station WROM. Began operating June 15, 1953.

Representatives: National Joseph Hershey McGillvra Inc., Washington attorneys Dow, Lohnes & Albertson.

Stockholders: Dean Covington, president (33⅓%) as executor of Leon Covington estate; Charles E. Doss, vice president & treasurer (33⅓%); Edward N. McKay, secretary (33⅓%).

Executives:
Dean Covington, *president*
Ed McKay, *general manager*
Charles Doss, *commercial manager*
Bob Martin, *farm director*
T. H. Robertson, *chief engineer*

Rates: Class A one hour $150. Minute spot $25. ID rate $15.

Savannah: WSAV-TV

Ch. 3. Owned by WSAV Inc. Address: Liberty National Bank Bldg. Phone: ADams 6-0303. Authorized eff. rad. pow.: visual 33. kw, aural 17. kw. Operating pow.: visual 33. kw, aural 17. kw. Antenna: 363′ above ground, 405′ above sea level. Networks: NBC-TV (prim.), ABC-TV. Am & fm stations WSAV. Began operating February 1, 1956. Interconnected.

Representatives: National Blair Television Assoc., Washington attorneys Cohn & Marks, consulting engineers Aaron Shelton.

Stockholders: Harben Daniel; Catherine Murrey Daniel; Arthur Lucas estate; William K. Jenkins; Aaron Shelton; Meredith E. Thompson; Robert W. Ward.

Executives:
Harben Daniel, *president & general manager*
Herbert M. Humpidge, *commercial manager*
William E. Lucas, *program director*
Byron Strong, *chief engineer*
Thomas F. Coffey Jr., *news & sports director*
Douglas Strohbehn, *farm director*
Kitty Cope, *women's director*
Meredith E. Thompson, *operations manager*
Janet Cochran, *promotion manager*

Services: News local news staff. Live studios, number 2, size of largest 40′ x 20′, number live cameras 2.

Film & ID: 2 16 mm film projectors; 1 Balop projector; 1 Flying spot scanner; 1 2x2 dual-disc slide projector, 1 ⅛x⅞ critical area. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services, 2 fully equipped film editing benches; custom model film processor for 16 mm reversal film (1 hour service).

Color Equipment: network.

Rates: Class AA one hour $300. 2 live cameras, film $275. Minute spot $60. ID rate $30.

Savannah: WTOC-TV

Ch. 11. Owned by Savannah Broadcasting Co. Inc. Address: 516 Abercorn St. Phone: ADams 2-0127. Authorized eff. rad. pow.: visual 209 kw, aural 110 kw. Operating pow.: visual 209 kw, aural 110 kw. Antenna: 501′ above ground, 521′ above sea level. Networks: CBS-TV (Prim.), ABC-TV. Am station WTOC. Began operating February 14, 1954. Interconnected.

Representatives: National Avery-Knodel Inc., Washington attorneys Miller & Schroeder, consulting engineers George C. Davis.

Stockholders: William T. Knight Jr., president & treasurer (51%); Grace Schley Knight (16.6%); F. Schley Knight, vice president for tv (4.6%); over 80 others.

Executives:
William T. Knight Jr., *president & general manager*
Ben Williams, *vice president & commercial manager*
Dwight J. Bruce, *vice president & program director*
Kyle E. Goodman, *chief engineer*
Robert Noble III, *news director*
Hazel Franklin, *women's director*
Bob Roth, *sports director*
Frank S. Knight, *vice president for tv*

Services: News UP. Live studios, number 2, size of largest 60′ x 40′, number live cameras 2.

Film & ID: 2 GPL PA-100-A 16 mm film projectors; 1 Gray 3B Telejector 2x2⅛. Transmitted area 27/32 x 1⅛. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network.

Rates: Class AA one hour live $300. Minute spot live $60. ID rate $30.

Thomasville: WCTV (See Tallahassee, Fla.)

IDAHO

Boise: KBOI-TV

Ch. 2. Owned by Boise Valley Broadcasters Inc. Address: 1007 W. Jefferson St. Phone: 2-2222. Authorized eff. rad. pow.: visual 65 kw, aural 33 kw. Operating pow.: visual 65 kw, aural 33 kw. Antenna: 150′ above ground, 7,170′ above sea level. Networks: CBS-TV (prim.). Am station KBOI. Began operating November 26, 1953. Non-interconnected.

Representatives. National Peters, Griffin, Woodward Inc., regional Art Moore & Assoc. Inc. (northwest), Washington attorneys Wilkinson, Cragun, Barker & Hawkins.

Stockholders: H. Westerman Whillock,

president (4.8%); Earl Glade Jr., secretary-treasurer (3%); Willis Moffatt, vice president (6.5%); Fred M. Taylor, director (5.8%); Joe Albertson, director (2.5%); Rudy Anderson, director (2.7%); E. M. Bivens, director (2.2%); Robert W. Howell, director (7.8%); Stanley E. King, director (9.1%); Lloyd Klingensmith, director (1.5%); Radio Service Corp. of Utah—KSL-TV Salt Lake City—(12.5%); Theresa Whillock (4.8%); 48 others, none owning more than 2%.

Executives:

H. Westerman Whillock, *president & general manager.*
Earl Glade Jr., *station & commercial manager*
Hal Knutson, *production director*
James A. Johntz Jr., *chief engineer*
Vestal Baker, *news director*
Bonnie Wallis, *women's director*
Jim Hayden, *sports director*
Floyd Bain, *local sales manager*

Services: News UP, CBS Newsfilm. Live studios, number 2, size of largest 30' x 40', number live cameras 2.

Film & ID: 2 16 mm Du Mont flying spot scanners; 2 16 mm Bell & Howell film projectors; 2 2x2 slide projectors, safe area 11/16x15/16 glass or metal mounted. Du Mont scanner originates Balops 3½x5. Cards essential area 2¼x3¼ double weight matt or gloss finish. Film should be sent to Film Director. Film required 48 hrs. before telecast slides 48 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network, film, slides.

Rates: Class A one hour film $250. Minute spot film $60. ID rate $25.

Boise: KIDO-TV

Ch. 7. Owned by KIDO, Inc. Address: Box 390, (709 Idaho St.). Phone: 2-4611. Authorized eff. rad. pow.: visual 166 kw, aural 87.1 kw. Operating pow: visual 166 kw, aural 87.1 kw. Antenna: 223' above ground, 7193' above sea level. Networks: ABC-TV, NBC-TV. Am station KIDO. Began operation July 12, 1953. Non-interconnected.

Representatives: National Blair Television Assoc. Inc., Washington attorneys Fisher, Wayland, Duvall & Southmayd, consulting engineers Commercial Radio Equipment Co.

Stockholders: Georgia M. Davidson, president (88.45%); Walter E. Wagstaff, vice president (11.55%).

Executives:

George M. Davidson, *president & general manager*
George Ganz, *commercial manager*
Del Lundbom, *program director*
Harold Toedtemeier, *chief engineer*
Vern Moore, *news director & farm director*

Services: News AP, Tele-News. Live studios, number 1, size of largest 50' x 30', number live cameras 2.

Film & ID: 2 16 mm film projectors; 1 9x2 metal mounted slide projector, safe viewing area 2x20 ⅝; bleed to 1—18x27/32, opaque, safety area 2x2 ⅝; bleed to 2¼x5. Roll down paper width 4; safety area 2 ⅝ scanned to 3. Film should be sent to William Harvey. Film required 48 hrs. before telecast slides 24 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network

Rates: Class A one hour live on request, film $250. Minute spot live on request, film $60. ID rate $25.

Idaho Falls: KID-TV

Ch. 3. Owned by Idaho Radio Corp. Address: 1335 E. 17th St. Phone: JAckson 2-5100. Authorized eff. rad. pow.: visual 100 kw, aural 60.3 kw. Operating pow: visual 100 kw, aural 60.3 kw. Antenna: 201' above ground, 6,791' above sea level. Networks: CBS-TV (prim.), NBC-TV, ABC TV. Am station KID. Began operating December 20, 1953. Off the air pick up out of Salt Lake City, Utah.

Representatives: National Gill-Perna Inc., regional Art Moore & Assoc., Inc. (northwest), Washington attorneys Wilkinson, Cragun, Barker, & Hawkins, consulting engineers Vandivere, Cohen & Wearn.

Stockholders: Radio Corp. of Utah (23%); Zion Securities Corp. (17.4%); William H. and Florence Croft; A. W. Schwieder, president (7.3%); Guy A. Poulsen, vice president (6.7%); David Smith; Mrs. Vera M. Williams; H. and Mary L. Hatch; A. W. Clinger.

Executives:

A. W. Schwieder, *president*

C. N. "Rosy" Layne, *general manager*
Claude Cain, *sales manager*
Roy Southwick, *program manager*
Carroll Secrist, *technical director*
Blaine Scott, *news director*
Chuck Harkins, *sports director*
Mel Richardson, *promotion manager*

Services: News UP. Live studios, number 1, size of largest 41' x 43', number live cameras 2.

Film & ID: 2 16 mm film projectors; 1 2x2 Gray Telejector; 1 4x5 Gray Telop slide projector. Film should be sent to Roy Southwick-Programs, Claude Cain-Commercials. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Rates: Class A one hour live $270, film $225. Minute spot live $66, film $55. ID rate $22.50.

Lewiston: KLEW-TV

Ch. 3. Satellite of KIMA-TV Yakima, Washington.

Twin Falls: KLIX-TV

Ch. 11. Owned by Southern Idaho Broadcasting & Television Co. Address: Box 432. Phone: REdwood 3-5840. Authorized eff. rad. pow.: visual 29.5 kw, aural 14.8 kw. Operating pow: visual 29.5 kw, aural 14.8 kw. Antenna: 257' above ground, 4.553' above sea level. Networks: CBS-TV (prim.), NBC-TV, ABC-TV. Am station KLIX. Began operating June 1, 1955. Off-air relay.

Representatives: National Gill Perna Inc. regional Art Moore & Assoc., Inc. (northwest), Washington attorney John Milden, consulting engineers W. D'Orr Cozzens.

Stockholders: The KLIX Corp. owned (100%) by A. L. Glasmann family, publisher of *Ogden Standard Examiner.*

Executives:
A. L. Glasmann, *president*
Cecil L. Heftel, *general manager*
Gordon O. Glasmann, *assistant general manager.*
Joe Gibney, *station manager*
Dave Fox, *program director*
Don Cederstrom, *chief engineer*
John A. Maxson, *news director*
Holly Houfburg, *farm director*
Louise Davis, *women's director*
Rudy Perez, *sports director*
Dave Evans, *operations manager*
Norm Gray, *production manager*

Services: News AP. Live studios, number 1, size of largest 20' x 40' x 60', number live cameras 2 Du Mont live camera chains.

Remote equipment: 2 Du Mont camera chains.

Film & ID: 3 RCA 16 mm film projectors; 3 slide projectors, tape or metal binding 2x2 slides. Film should be sent to Operations Desk. Film required 24 hrs. before telecast; slides 24 hrs., artwork 24 hrs. Duplicate film & slide material required. Film editing services: slide and news processing only, 24 hours service on 16 mm film.

Color Equipment: network.

Rates: Class A one hour live $175, film $150. Minute spot live $43.75, film $38. ID rate $15.

ILLINOIS

Champaign: WCIA

Ch. 3. Owned by Midwest Television Inc. Address: 509 S. Neil St. Phone: 6-8333. Authorized eff. rad. pow.: visual 100 kw, aural 50.1 kw. Operating pow: visual 100 kw, aural 50.1 kw. Antenna: 981' above ground, 1,701' above sea level. Networks: CBS-TV (prim.), NBC-TV. Began operating November 14, 1953. Interconnected.

Representatives: National George P. Hollingbery Co., Washington attorneys Spearman & Roberson, consulting engineers Paul Godley Co.

Stockholders: August C. Meyer, president (24.9%); Clara R. Meyer (26.1%); Russell O. Derby (5%); Helen M. Stevick (10%); Marajen S. Chinige (10%); J. A. McDermott (2.1%); Illinois Broadcasting Co. (20%).

Executives:
A. C. Meyer, *president*
Guy Main, *vice president & director of sales*

CAPTIVE

(AND THEY LOVE IT)

300,000 viewers
and KID-TV delivers

Not 20%, Not 26%, Not 50% **but a full 100%**

★ *ALL 3 NETWORKS*
★ *ALL TOP SYNDICATED SHOWS*
★ *IDAHO'S ONLY CAPTIVE MARKET*

100,000 Watts — KID-TV — Channel 3

Pocatello — Idaho Falls

If you sell to people you belong on KID-TV

James F. Fielding, *production manager & assistant secretary-treasurer.*
Robert Myer, *chief engineer*
Len Davis, *national sales manager*
DiAnne Johnson, *women's director*
Tom Schoendienst, *sports director*
Martha Egan, *sales traffic director*

Services: News UP, Unifax. Live studios, number 1, size of largest 30' x 45', number of live cameras 2. Teleprompter service.

Film & ID: 2 16 mm film projectors; 2 slide projectors, 2x2 tape or metal mounted (tape preferred), message and/or artwork should not extend beyond ¾ ratio. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs.

Color Equipment: network.

Rates: Class AA one hour live on request, film $900. 20 sec. spot live $207.50, film $190. ID rate $95.

Chicago: WBBM-TV

Ch. 2. Owned by Columbia Broadcasting System Inc. Address: 630 N. McClurg Court. Zone 11. Phone: WHitehall 4-6000. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow: visual 100 kw, aural 50 kw. Antenna: 683' above ground, 1,276' above sea level. Networks: CBS-TV (prim.). Am & fm stations WBBM. Began operating August 1940.

Representatives: National CBS-TV Spot Sales.

Stockholders: Columbia Broadcasting System (100%).

Executives:
Merle Jones, *president*
H. Leslie Atlass, *vice president & general manager*
E. H. Shomo, *assistant general manager*
George J. Arkedis, *sales manager*
Frank Atlass, *program director*
L. A. Pierce Jr., *director of technical operations*
Gene McClure, *sales traffic manager*
William Garry, *news director*
George Menard, *farm director*
Lee Phillip, *women's director*
John Harrington, *sports director*
C. W. Doebler, *executive assistant*
Ralph Trieger, *sales promotion manager*
Arthur De Caster, *national sales service manager*

Services: News AP, UP, INS, CBS-TV Newsfilm. Live studios, number 5, size of largest 65' x 80', number live cameras 18. Remote equipment: 2 mobile units, number remote cameras 6.

Film & ID: 5 16 mm, 3 35 mm film projectors; 4 slide projectors, 2x2 slides, 75% space allotted to advertisers. Film should be sent to Paula Lopez (commercial film), Vann Cominos, Film Director (theatrical film). Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs.

Color Equipment: network.

Rates: Class A one hour live $4,500, film $4,000, min. $900. ID rate $450.

Chicago: WBKB

Ch. 7. Owned by AB-PT Inc. Address: 190 N. State St. Zone 1. Phone: ANdover 3-0800. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Antenna: 658' above ground, 1,258' above sea level. Networks: ABC-TV (prim.). Began operating September 17, 1948.

Representatives: National Blair-TV, Washington attorneys McKenna & Wilkinson, consulting engineers Kear & Kennedy.

Stockholders: AB-PT Inc. (100%).

Executives:
Sterling C. Quinlan, *vice president*
Matthew Vieracker, *general manager*
Clair Heider, *national spot sales manager*
Dan Schuffman, *program director*
William Kusack, *chief engineer*
Con O'Dea, *news director*
Ralph Andrews, *film director*
Ell Henry, *promotion & press information director*

Services: News AP, INS. Live studios, number 3. Film should be sent to Film Department. Film required 1 wk. before telecast; slides 48 hrs., artwork 96 hrs.

Rates: Class A one hour live $2,200.

Chicago: WGN-TV

Ch. 9. Owned by Tribune Co. Address: 441 N. Michigan Ave. Zone 11. Phone: MIchigan 2-7600. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Antenna: 914' above ground, 1,504' above sea level. Am station WGN. Began operating April 5, 1948.

Representatives: National Edward Petry & Co. Inc. Washington attorneys Kirkland, Fleming, Green, Martin & Ellis.

Stockholders: Tribune Co. (100%).

Executives:
J. Howard Wood, *president*
Ward L. Quaal, *vice president & general manager*
Bradley R. Eidmann, *sales manager*
Edward J. Roth Jr., *program director*
Carl J. Meyers, *chief engineer*
James Hanlon, *public relations manager*
Charles Wilson, *promotion manager*
Robert Hibbard, *film director*
Norman Kraeft, *farm director*
Myrtle Stahl, *women's director*
Jack Brickhouse, *sports director*
George Petterson, *facilities director*
Alexander Field, *special broadcast services*

Services: News INS, AP, UP, City News Bureau, UP Movietone, UP Facsimile. Live studios, number 5, size of largest 45' x 72', number live cameras 25. Remote equipment: 4 mobile trucks & garage for live car pick ups, number remote cameras 12.

Film & ID: 2 35 mm, 3 16 mm film projectors; 1 slide projector, 2 dual units 2¼x4, mat opening 2¼x3, standard transparent glass slides 2¼x3, opaque strip material 4 inches wide, picture width 3 inches. Film should be sent to Robert Hibbard. Film required 1 wk. before telecast; slides 24-48 hrs., artwork 48 hrs.

Color Equipment: network, live, film, slides. 1 live studio color camera—RCA 16 mm 3V system, 2x2 dual disc slides.

Rates: Class A one hour live $1,800. Minute spot live $450, film $450. ID rate $225.

Chicago: WNBQ

Ch. 5. Owned by National Broadcasting Co. Inc. Address: Merchandise Mart. Zone 54. Phone: SUperior 7-8300. Authorized eff. rad. pow.: visual 100 kw, aural 50.1 kw. Operating pow.: visual 100 kw, aural 50.1 kw. Antenna: 745' above ground, 1,346' above sea level. Networks: NBC-TV (prim.). Am station WMAQ. Began operating October 8, 1948. Interconnected.

Representatives: National NBC Spot Sales, Washington attorneys Cahill, Gordon, Reindel & Ohl.

Stockholders: National Broadcasting Co. (100%).

Executives:
Robert W. Sarnoff, *NBC president*
Jules Herbuveaux, *NBC vice president & general manager*
Henry T. Sjogren, *assistant general manager*
Russell T. Stebbins, *director sales*
Richard Ricker, *sales manager*
Harry Trigg, *director of programming*
Howard C. Luttgens, *chief engineer*
William Ray, *news director*
Everett Mitchell, *farm director*
Betty Ross West, *supervisor of public affairs & education*
John Keys, *advertising & promotion manager*
John Whalley, *director of operations*
Albert Lewis, *business manager*

Services: News AP, UP, INS. Live studios, number 4, size of largest 72' x 45' x 24', number live cameras 5 color, 7 b&w.

Remote Equipment: mobile unit, number remote cameras 3 to 5 b&w.

Film & ID: 1 16 mm b&w, 2 35 mm color, 1 35 mm b&w, 2 16 mm color film projectors; 3 dual, color b&w 2x2 slide projectors, critical area ¾x15/16. Film should be sent to Isabelle Cooney. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network, live, film, slides. All live studio programs telecast in color.

Rates: Class AA one hour live $4,000 gross time charge, film same. Class AAA minute spot live $900, film $900. ID rate $425.

Danville: WDAN-TV

Ch. 24. Owned by Northwestern Publishing Co. Address: 1500 N. Washington Ave. Phone: 1700, 1701, 2088, 4243. Authorized eff. rad. pow.: visual 13.2 kw, aural 7.08 kw. Operating pow: visual 13.2 kw, aural 7.08 kw. Antenna: 445' above ground, 1,094' above sea level. Networks: ABC-TV (prim.). Am station WDAN. Began operating December 13, 1953. Interconnected.

Representatives: National Everett-McKinney Inc., Washington attorneys Dow, Lohnes & Albertson, consulting engineers Walter Kean.

Stockholders: Northwestern Publishing Co. (100%), publisher of *Danville Commercial-News*, is owned by Gannett Co. Inc.

Executives:
Robert J. Burow, *general manager*
Max Shaffer, *station manager*
Honore Ronan, *program director*
John Eckert, *sales director*
Norlyn Dossey, *chief engineer*

Services: News AP news service. Live studios, number 1, size of largest 25' x 31', number live cameras 2.

Film & ID: 2 16 mm film projectors; 1 2x2 slide projector. Film should be sent to Film Director. Film required 1 day before telecast; slides 1 day, artwork 1 day. Film editing services; b&w and color handled.

Rates: Class A one hour live $175, film $150. Minute spot live $35, film $25. ID rate $12.

Decatur: WTVP

Ch. 17. Owned by Prairie Television Co. Address Box 829, Southside Dr. Phone: 8-4304. Authorized eff. rad. pow.: visual 174 kw, aural 93.3 kw. Antenna: 602' above ground, 1,242' above sea level. Networks: ABC-TV (prim.). Began operating August 1953. Interconnected.

Representatives: National Gill-Perna Inc., Washington attorneys Haley, Wollenberg & Kenehan.

Stockholders: W. L. Shellabarger, president & treas (68.75%); Gladys L. Burns (7.5%); Claribel Mueller (5.0%); Dr. Arthur C. Simon (3.0%); W. C. Busher (1.25%); D. S. Shellabarger, vice president (1.25%); W. M. Weck (1.25%); J. A. Wagner (5.0%); 4 others, none owning over 2.5%.

Executives:
W. L. Shellabarger, *president*
Ben K. West, *station manager*
Jack Kussart, *program director*
H. F. Abfalter, *chief engineer*
Dale Coleman, *news director*
Kim Wilson, *women's director*
Earl Hickerson, *sports director*

Services: News UP. Live studios, number 1, size of largest 36' x 52', number live cameras 2 RCA Image Orthicon.

Remote Equipment: complete remote equipment including truck, microwave, number remote cameras 2 RCA Image Orthicon.

Film & ID: 2 16 mm film projectors; standard 2x2 slide projectors. Film should be sent to Film Director. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services; 16 mm processing equipment.

Rates: Class A one hour live $400, film $350 Minute spot live $80, film $70.

Harrisburg: WSIL-TV

Ch. 22. Owned by Turner-Farrar Assn. Address: 21 W. Poplar St. Phone: 373. Authorized eff. rad. pow.: visual 14.12 kw, aural 7.06 kw. Antenna: 549' above ground, 947' above sea level. Networks: NBC-TV, ABC-TV. Began operating December 6, 1953.

Representatives: National The Walker Representation Co., Washington attorneys McKenna & Wilkinson.

Stockholders: Oscar L. Turner, president (25%); L. L. Turner (25%); C. O. Farrar (25%); Ethel Turner (20%); Harry R. Horning (5%). This partnership also operates Southern Ill. theatre chain.

Executives:
Oscar L. Turner, *president*
L. L. Turner, *manager*
Charles Gilliam, *chief engineer*

Rates: Class A one hour $150. Minute spot $30, 10 sec. $15.

La Salle: WEEQ-TV

Ch. 35. Satellite of WEEK-TV Peoria, Ill.

Peoria: WEEK-TV

Ch. 43. Owned by West Central Broadcasting Co. Address: 2907 Springfield Rd., E. Peoria. Phone: 9-3961. Authorized eff. rad. pow.: vsual 183.10 kw, aural 91.8 kw. Antenna: 439' above ground, 1,184' above sea level. Networks: NBC-TV (prim.). Am station WEEK. Began operating January 29, 1953.

Representatives: National Headley-Reed Tv, Washington attorneys Fly, Shuebruk, Blume & Gaguine, consulting engineers Kear & Kennedy.

Stockholders: Sen. Robert S. Kerr (50.61%); Mrs. Grayce B. Kerr (11.49%); D. A. McGee (15.53%); T. M. Kerr (11.14%); three others, none owning over 5%. Same interests hold 43% of KVOO-TV Tulsa, Okla. West Central Broadcasting also is owner of WEEQ-TV, La Salle, Ill.

Executives:
Fred C. Mueller, *general manager*
John Leslie, *sales manager*
Vic Fletcher, *program director*
Wayne Lovely, *chief engineer*
Al Knapp, *publicity & promotion manager*
Bob Arthur, *news director*
Hank Fisher, *sports director*
Robert Kroepel, *film editor*

Rates: Class AA one hour $600. Minute $120. ID rate $60.

Peoria: WMBD-TV

Ch. 31. Owned by WMBD Inc. Address: 212 SW Jefferson Ave. Phone: 6-0711. Authorized eff. rad. pow.: visual 1,000 kw, aural 523 kw. Operating pow.: visual 1,000 kw, aural 523 kw. Antenna: 606' above ground, 1,349' above sea level. Networks: CBS-TV (prim.). Am station WMBD. Began operating January 1, 1958. Interconnected.

Representatives: National Peters, Griffin, Woodward, Inc., Washington attorneys Pierson, Ball & Dowd, consulting engineers Lohnes & Culver.

Stockholders: Charles C. Caley, president & treasurer (66.67%); John E. Fetzer, vice president (33.33%).

Executives:
Charles C. Caley, *president*
Robert O. Runnerstrom, *vice president & manager*
Robert M. Riley Jr., *national sales manager*
Winthrop P. Baker, *program director*
George A. Pyle, *chief engineer*
James J. Johnston, *operations manager*
Joseph Franzgrote, *promotion manager*
Charles F. Harrison Jr., *news director*
Thomas J. Kelly, *sports director*

Services: News AP, UP. Live studios, number 2, size of largest 50' x 35', number live cameras 3.

Remote Equipment: available.

Film & ID: 2 RCA 16 mm film projectors; 1 RCA Dual Drum slide projector, 2x2 slides, SRA Standards; 1 Telepro 6,000 rear projector 3.25x4. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services; Houston Fearless processor, 16 mm reversal film handled.

Color Equipment: network.

Rates: Class A one hour live available on request, film $500. Minute spot live available on request, film $100. ID rate $50.

Peoria: WTVH

Ch. 19. Owned by Hilltop Broadcasting Co. Address: 234 N. Madison Ave. Phone: 6-5561. Authorized eff. rad. pow.: visual 476.4 kw, aural 257.6 kw. Operating pow.: visual 476.4 kw, aural 257.6 kw. Antenna: 656' above ground, 1,330' above sea level. Networks: ABC-TV (prim.). Began operating October 12, 1953. Interconnected.

Representatives: National Edward Petry & Co. Inc., Washington attorneys Cohn & Marks, consulting engineers George C. Davis.

Stockholders: Peoria Journal Star Inc. (91.66%); Harold C. Yeager (5.6%); G. Abel Anderson (2.8%).

Executives:
Henry P. Slane, *president*
Harold V. Phillips, *general manager*
William P. Pipher, *sales manager*
Robert G. Holben, *program director*
Wallace Wurz, *chief engineer*
Phil Wilson, *news director*
Bob Hill, *sports director*
Gordon Joyner, *weatherman*
Andy Amyx, *promotion director*

Services: News AP radio wire, CBS Newsfilm, US Weather Bureau, closed circuit *Journal-Star* local coverage. Live studios, number 1, size of largest 35' x 65', number live cameras 2 RCA Image Orthicons.

Film & ID: 2 RCA 16 mm film projectors; 1 2x2 slide projector, safe area ⅝x⅞. Film should be sent to Robert Holben. Film required 48 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; microrecord 200' capacity, negative stock.

Color Equipment: network.

Rates: Class AA one hour live $550, film $550. Minute spot live $110, film $110. ID rate $55.

Quincy: KHQA-TV (See Hannibal, Missouri)

Quincy, WQEM-TV

Ch. 10. Owned by The Quincy Broadcasting Co. Address: Hotel Quincy. Phone BAldwin 2-6840. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Antenna: 674' above ground, 1,433' above sea level. Network: NBC-TV (prim.), ABC-TV. Am station WQEM. Began operating September 3, 1953. Interconnected.

Representatives: National Young Television Corp., Washington attorneys Dow, Lohnes & Albertson, consulting engineers Lohnes & Culver.

Stockholders: Quincy Newspapers, Inc. (92%); Joseph S. Bonansinga, vice president & treasurer (2%).

Executives:
T. C. Oakley, *president*
Joe S. Bonansinga, *general manager*
J. Ben Stewart, *commercial manager*
Fred Colgan, *program director*
Frank Laughlin, *chief engineer*
Charlie Griffith, *news director*
Bill Wegman, *farm director*

Services: News AP. Live studios, number 2, size of largest 20' x 50', number live cameras 2.

Film & ID: 2 16 mm film projectors; 2 slide projectors for 4x5 opaques; 1 35 mm slide projector. 2x2 tape or metal mounted. Film should sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network.

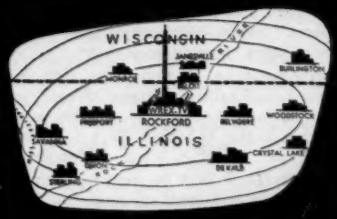
Rates: Class A one hour live $350. Minute spot live $60. ID rate $30.

Rockford: WREX-TV

Ch. 13. Owned by Greater Rockford Television Inc. Address: Auburn & Winnebago Rds. Phone 8-1813. Authorized eff. rad. pow.: visual 45.7 kw, aural 22.9 kw. Operating pow: visual 5 kw, aural 2½ kw. Antenna: 649' above ground, 1,542' above sea level. Networks: CBS-TV (prim.), ABC-TV. Began operating September 18, 1953. Interconnected.

Representatives: National H-R Television

BIG and still growing



ROCKFORD

Area of

market power!

New industries continue to come to Rockford . . . and companies already here continue to expand. That is why Rockford has become the NO. 1 City in Illinois (outside Chicago) . . . and a rich market for your products or services. Rockford is the 2nd largest machine tool center in the world . . . 34th in the USA in expendable income . . . 36th in buying power . . . and 13th in Postal Savings.

BIG and still growing

- Survey after Survey of 14 counties indicates Uncontested Dominance of Northern Illinois-Southern Wisconsin area by WREX-TV.
- Combined rural and industrial following . . . ideal for test campaigns.

WREX-TV

Tops in

sales power!

WREX-TV — "The Viewers' Choice" DELIVERS your message to the buyers in this rich industrial and agricultural market.
The consistent high quality in production, promotion and merchandising of both spots and programs has earned many major awards for WREX-TV this year! For the best medium to reach this Rockford area market consult H-R for the WREX-TV story.

J. M. BAISCH, General Manager

REPRESENTED BY H-R TELEVISION, INC.

WREX-TV
CHANNEL 13
ROCKFORD
ILLINOIS

Inc., Washington attorneys Cohn & Marks, consulting engineers Weldon & Carr.

Stockholders: Bob Hope, Albert Zugsmith, Martin Gang, James Saphier, Arthur Hogan and Ashley Robinson.

Executives:
J. M. Baisch, *general manager*
A. J. Bilardello, *local sales manager*
John T. Mazzie, *program director*
Richard F. Peck, *chief engineer*
Robert Clyde, *news director*
Les Davis, *farm director*
Gene Hines, *film director*
Bill Sheil, *sports director*
Rod MacDonald, *production manager*
Chuck Olson, *promotion manager*
Roland Spongberg, *merchandising manager*

Services: News UP. Live studios, number 3 including outdoor, size of largest 32′ x 64′, number live cameras 3.

Remote equipment: complete remote facilities, excepting microwave, number remote cameras 3 studio cameras.

Film & ID: 2 16 mm Du Mont Cinecon film projectors; 2 35 mm Du Mont slide projectors, tape mounted. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; 16 mm processor.

Color Equipment: network, film, slides.

Rates: Class AA one hour live $450 plus production, film $450. Minute spot live $90 plus production, film $90. ID rate $45.

Rockford: WTVO

Ch. 39. Owned by Winnebago Television Corp. Address: Meridian Rd. Phone: 3-5413. Authorized eff. rad. pow.: visual 195 kw, aural 97.7 kw. Antenna: 691′ above ground, 1,482′ above sea level. Networks: NBC-TV, ABC-TV. Began operating April 29, 1953.

Representatives: National Headley-Reed Co., Washington attorneys McKenna & Wilkinson, consulting engineers Walter F. Kean.

Stockholders: H. & E. Balaban Corp. (50%); Dubinsky Brothers Theatre Corp. (50%). Officers of Winnebago Television Corp.: Harry Balaban, president; Irwin Dubinsky, vice president; Elmer Balaban, secretary; H. W. Dubinsky, treasurer.

Executives:
Harry Balaban, *president*
Harold Froelich, *manager*
Gene Daneri, *local sales manager*
John W. Kelin, *production manager*
Herbert Eckstein, *chief engineer*
Robert Thompson, *promotion manager*
Carl P. Stemler, *film director*

Rates: Class A one hour $300. Minute spot $60. ID rate $30.

Rock Island: WHBF-TV

Ch. 4. Owned by Rock Island Broadcasting Co. Address: Telco Bldg. Phone: Rock Island 6-5441. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, Aural 50 kw. Antenna: 493′ above ground, 1,063′ above sea level. Networks: CBS-TV (prim.), ABC-TV. Am & fm stations WHBF. Began operating July 1950. Interconnected.

Representatives: National Avery-Knodel, Inc., Washington attorneys Dow, Lohnes & Albertson, consulting engineers E. C. Page.

Stockholders: Ben H. Potter, president (19.274%); Marguerite F. Potter, treasurer 19.294%); Leslie C. Johnson, vice president-manager (25%); J. W. Potter Co. (17.156%); Estate of John W. Potter (19.274%).

Executives:
Ben H. Potter, *president*
Leslie C. Johnson, *vice president & general manager*
Maurice Corken, *assistant general manager & director of sales*
Ted Arnold, *sales manager*
Herbert E. Darton, *Merchandising manager*
Forest W. Cooke, *tv program director*
Robert J. Sinnett, *chief engineer*
William Ellison, *news director*
Fern Hawks, *director publicity & promotion*

Services: News AP, UP, CBS film. Live studios, number 2, size of largest 30′ x 80′, number live cameras 3. Remote equipment: cameras 3.

Film & ID: 2 DuMont Cinecon film projectors; DuMont Multiscanner dual opaques & single 2 x 2 slide projectors. Film should be sent to Operations Desk. Film required 48 hours before telecast; slides 48 hours, artwork 48 hours. Film editing services.

Color Equipment: network.

Rates: Class AA one hour live $860, film $800. 20 second spot live $220, film $200. ID rate $100.

Springfield: WICS

Ch. 20. Owned by Plains Television Corp. Address: 523 E. Capitol Ave. Phone: 8-0465. Authorized eff. rad. pow.: visual 17.4 kw, aural 9.33 kw. Antenna: 430′ above ground, 1,037′ above sea level. Networks: NBC-TV (prim.), ABC-TV. Began operating September 17, 1953. Interconnected.

Representatives: National Young Television Corp., Washington attorneys McKenna & Wilkinson, consulting engineers Walter F. Kean.

Stockholders: H & E Balaban Corp. (50%); Transcontinental Properties Inc. (50%).

Executives:
Elmer Balaban, *president*
Milton D. Friedland, *general manager*
Warren R. King, *commercial manager*
H. J. Hoskins, *program director*
Jerrold Merritt, *chief engineer*
G. B. Gordon, *news director*
William Shaw, *film director*
Marion Carroll, *women's director*
Wally Gair, *sports director*
H. K. Springer, *controller*

Services: News INS Telenews. Live studios, number 1, size of largest 30′ x 50′, number live cameras 2.

Remote Equipment: number remote cameras 1 portable camera chain.

Film & ID: 2 RCA TP-16E 16 mm film projectors; 1 Gray Telejector for 2x2 transparencies. Film should be sent to Film Director. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services; reel-type negative processor.

Color Equipment: network.

Rates: Class A one hour live $300, film $250. Minute spot live $60, film $50. ID rate $25.

Bloomington: WTTV

Ch. 4. Owned by Sarkes Tarzian Inc. Address: E. Hillside Drive, Bloomington; 3490 Bluff Rd., Indianapolis. Phone: 2-1664 Bloomington; STate 7-2211 Indianapolis. Authorized eff. rad. pow.: visual 44.6 kw, aural 22.3 kw. Operating pow: visual 44.6 kw, aural 22.3 kw. Antenna: 953' above ground, 1,803' above sea level. Am station WTTS. Began operating November 11, 1949. Interconnected.

Representatives: National Meeker Tv, Inc., Washington attorney A. L. Stein, consulting engineers George P. Adair.

Stockholders: Sarkes Tarzian, president (51%); Mary Tarzian, secretary-treasurer (18%); Verage Tarzian, director; Thomas Tarzian (15½%); Patricia Tarzian (15½%).

Executives:

Sarkes Tarzian, *president & general manager*
Frank Willis, *national sales manager*
Robert Petranoff, *program director*
Carl Onken, *chief engineer*
Frank Edwards, *news director*
Sue Sherman, *traffic & continuity director*
Keith Wilson, *promotion director*
Paul Lennon, *local sales*
Frank Willis, *national sales*
Jerry Danziger, *operations director, Indianapolis*

Services: News AP, UP. Live studios, number 2, size of largest 50' x 30', number live cameras 6.

Remote Equipment: remote truck, 1 RCA micro-wave link, number remote cameras 3.

Film & ID: 416 mm film projectors; 2 Telejectors, 2&2 slides; 1 Super Projectall for 2x2 slides and 3x4 opaques. Film should be sent to Operations Desk, 3490 Bluff Rd., Indianapolis. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour $1,000. Minute spot $180. ID rate $90.

Elkhart-South Bend: WSJV

Ch. 52. Owned by Truth Publishing Co. Inc. Address: 3600 Oakland Rd. Phone: 2-1518 Elkhart, ATlantic 7-4052 South Bend. Authorized eff. rad. pow.: visual 224 kw, aural 120 kw. Operating pow: visual 224 kw, aural 120 kw. Antenna: 445' above ground, 1,225' above sea level. Networks: ABC-TV (prim.). Am station WTRC. Began operating March 20, 1954. Interconnected.

Representatives: National H-R Television Inc., Washington attorneys Dow, Lohnes & Albertson, consulting engineers Lohnes & Culver.

Stockholders: John F. Dille Jr., president (45%); A. H. Beardsley trust #3 Walter R. Beardsley trustee (40%); Carl D. Greenleaf (15%).

Executives:

John F. Dille Jr., *president*
Paul C. Brines, *vice president & general manager*
Edwin J. Lasko, *assistant manager & program director*
Vincent T. Doyle, *national sales manager & sports director*
Don E. Fuller, *regional & local sales manager*
W. Forrest Morrow, *program & production manager*
Lester W. Zellmer, *chief engineer*
Arthur C. Whitaker, *film director*
Bill Donnella, *news director*
Wayne Rothgeb, *farm director*
Gloria Henry, *women's director*

Services: News AP, UP Unifax, AP Facsimile. Live studios, number 2, size of largest 30' x 60', number live cameras 2.

Remote equipment: available.

Film & ID: 2 16 mm film projectors; 2 2x2 slide projectors, tape preferred, ⅝x2 9/32. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing service.

Color Equipment: Equipped for network color. Target date for local color to be simultaneous with ABC-TV color programming.

Rates: Class A one hour live $360, film $300. Minute spot live $67.50, film $60. ID rate $30.

Evansville: WFIE-TV

Ch. 14. Owned by WAVE Inc. Address: 1115 Mt. Auburn Rd. Phone: HArrison 5-6201. Authorized eff. rad. pow.: 200 kw, aural 104 kw. Operating pow: visual 200 kw, aural 104 kw. Antenna: 533' above ground, 993' above sea level. Networks: NBC-TV (prim.). Began operating November 9, 1953. Interconnected.

Representatives: National Venard, Rintoul & McConnell Inc., Washington attorneys Segal, Smith & Hennessey, consulting engineers George P. Adair Engineering Co.

Stockholders: WAVE Inc. (100%). See WAVE-TV Louisville, Ky.

Executives:

Nathan Lord, *president*
E. Berry Smith, *vice president & general manager*
Lee Browning, *general sales manager*
Chet Behrman, *operations manager*
James R. Keen, *program manager*
Ed Yalowitz, *promotion manager*
Paul C. Kelley, *chief engineer*
Bob Taylor, *production supervisor*
Fred Rollison, *news & farm editor*

Services: News UP, UP Unifax. Live studios, number 2, size of largest 30' x 40', number live cameras 2 RCA. Remote equipment: 1 mobile unit, station owned microwave relay, number remote cameras 2.

Film & ID: 2 GPL 16 mm film projectors; 1 2x2 slide projector, essential copy ¾x1⅛, scanning area ⅞x1 5/16, can handle 2x2 35 mm transparencies, tape or metal mount. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services, all spot film on 16 mm sound stock, film processing.

Color Equipment: network.

Rates: Class A one hour live $350, film $350. Minute spot live $70, film $70. ID rate $35.

Evansville: WEHT

Ch. 50. Owned by WEHT Inc. Address: Box 395. Phone: HArrison 4-9215. Authorized eff. rad. pow.: visual 11 kw, aural 5.89 kw. Operating pow: visual 11 kw, aural 5.89 kw. Antenna: 542' above ground, 1003' above sea level. Networks: CBS-TV (prim.). Am station WEOA. Began operating September 11, 1953.

Representatives: National Young Television Corp., Washington attorneys Koteen & Burn, consulting engineers George C. Davis.

Stockholders: Majority owners Henry Hilberg, James R. Clark (head syndicate) and Edwin G. Richter Jr.

Executives:

Edwin G. Richter Jr., *president & general manager*
Howard D. Duncan, *sales manager*
Robert M. Cleveland, *chief engineer*
Ralph Smith, *news director*
Stuart Brabant and Albert Bishea, *farm directors*
Chic Anderson, *sports director*
Jo Klassen, *traffic director*
Lucille Gander, *promotion manager*
Becky Allen, *continuity director*

Services: News UP. Live studios, number 1, number live cameras 2. Remote equipment: number remote cameras 2 camera chains.

Film & ID: 2 16 mm film projectors; 2 slide projectors. Film should be sent to Charles Culley. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services; Houston processing unit.

Color Equipment: network.

Rates: Class A one hour live $400. Minute spot live $80. ID rate $40.

Evansville: WTVW

Ch. 7. Owned by Evansville Television Inc. Address: 405 Carpenter St. Phone: HArrison 2-1121. Authorized eff. rad. pow.: visual 316 kw, aural 418 kw. Operating pow: visual 24.5 kw, aural 12.3 kw. Antenna: 570' above ground, 1,050' above sea level. Networks: ABC-TV (prim.). Began operating August 21, 1956. Interconnected.

Representatives: National George P. Hollingbery Co., Washington attorneys Welch, Mott & Morgan, consulting engineers Vandivere, Cohen & Wearn.

Stockholders: Ferris E. Traylor, president (21%); Joseph E. O'Daniel, vice president (21%); John W. Krueger, treasurer (21%); Rex Schepp (22%); B. F. Schepp (4%); Mary Eaton Schepp (4%); John W. Spencer, secretary (1.2%); F. Harold Van Orman (.4%); Hiram L. Logsdon (.4%); Freeman Keyes (4.5%); John B. Moser, as executor of the George Bayard estate (5%).

Executives:

Ferris Traylor, *president*
Dick Shively, *general manager*
William Spillman, *commercial manager*
Bill Hill, *Program director*
Edward Welcome, *chief engineer*
Bill Kepler, *news director*
Jack Rusche, *film director*
Georgia Pindell, *promotion director*
Joe Celania, *sports director*
Al Uzzell, *production manager*

Services: News UP. Live studios, number 1, size of largest 60' x 100', number live cameras 2 RCA.

Film & ID: 2 RCA TP-6C 16 mm film projectors; 2 RCA TP-3C ANP TP-7 slide projectors. Film should be sent to Jack Rusche, film editor. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; Houston processor, 16 mm Du Pont 931-A.

Color Equipment: network, film, slides.

Rates: Class A one hour live $350, film $350. Minute spot live $70, film $70. ID rate $35.

STATIONS: INDIANA

Fort Wayne: WANE-TV

Ch. 15. Formerly WIN-TV. Owned by Indiana Broadcasting Corp. Address: 2915 W. State Blvd. Phone ANthony 8475. Authorized eff. rad. pow.: visual 218 kw, aural 127 kw. Operating pow: visual 218 kw, aural 127 kw. Antenna: 910′ above ground, 1780′ above sea level. Networks: CBS-TV (prim.). Am station WANE. Began operating September 26, 1954. Interconnected.

Representatives: National Edward Petry & Co. Inc., Washington attorneys Covington & Burling, consulting engineers A. D. Ring & Assoc.

Stockholders: J. H. Whitney & Co.

Executives:

C. Wrede Petersmeyer, *president*
R. Morris Pierce, *vice president & general manager*
John J. Keenan, *commercial manager*
Franklin C. Mitchell, *program director*
C. E. Wallace, *chief engineer*
Richard Hickox, *news director*
Robert Keefe, *sales promotion manager*

Services: News UP. Live studios, number 3, size of largest 63′ x 35′, number live cameras 2. Remote equipment: available number remote cameras 2.

Film & ID: 3 RCA TP 16 16 mm film projectors; 2 2x2 slide projectors, mask opening 29/32x1 11/32, safety field 23/32x30/32. Film should be sent to James Goheen. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs.

Color Equipment: network.

Rates: Class A one hour live $575, film $500. Minute spot live $155, film $110. ID rate $55.

Fort Wayne: WKJG-TV

Ch. 33. Owned by WKJG Inc. Address: 220 E. Jefferson St. Zone 2. Phone: ANthony 2295. Authorized eff. rad. pow.: visual 263 kw, aural 144 kw. Operating pow: visual 263 kw, aural 144 kw. Antenna: 793′ above ground, 1,593′ above sea level. Networks: NBC-TV (prim.). Am station WKJG. Began operating November 21, 1953. Interconnected.

Representatives: National Paul H. Raymer Co., Washington attorneys Dow Lohnes & Albertson, consulting engineers Lohnes & Culver.

Stockholders: Truth Publishing Co. (60%); Walter R. Beardsley (25%); Geoffrey Wade II (15%). Truth Publishing Co. publishes *Elkhart Truth* and is licensee of WSJV and radio WTRC. Walter Beardsley is president of Miles Labs.

Executives:

John F. Dille Jr., *president*
Edward G. Thoms, *vice president & general manager*
Paul C. Brines, *vice president*
Hilliard Gates, *assistant manager & sports director*
Carleton B. Evans, *sales manager & commercial manager*
Calo O. Mahlock, *program director*
Eugene Chase, *chief engineer*
Jack Gray, *news director*
Wayne Rothgeb, *farm director*
Wilson Schroeder, *promotion & merchandising manager*
Ed Berner, *film director*

Services: News AP. Live studios, number 1, size of largest 40′ x 60′, number live cameras 3. Remote equipment: available, number remote cameras 2.

Film & ID: 2 16 mm film projectors; 1 2x2, 1 3x4 slide projectors. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour film $450. Minute spot live $100, film $90. ID rate $45.

Ft. Wayne-Roanoke: WPTA

Ch. 21. Owned by Sarkes Tarzian Inc. Address: 3333 Butler Rd. Phone: ANthony 7125. Authorized eff. rad. pow.: visual 109 kw aural 54.5 kw. Antenna: 753′ above ground, 760′ above sea level. Operating pow: visual 12.1 kw, aural 6.7 kw. Networks: ABC-TV (prim.). Began operating September 28, 1957. Interconnected.

Representatives: National The Meeker Co. Inc., Washington attorney A. L. Stein, consulting engineers Kear & Kennedy.

Stockholders: Sarkes Tarzian and family (100%).

Executives:

Sarkes Tarzian, *president*
Ronald R. Ross, *general manager*
Richard D. Morgan, *sales director*
Arthur Hook, *program director*
Emmet Beeker, *chief engineer*

Services: News UP. Live studios, number 1, size of largest 30′ x 50′, number live cameras 3. Remote equipment: truck with microwave equipment, number remote cameras 3, Image Orthicon chains.

Film & ID: 2 16 mm film projectors; 2x2 slide projectors, standard tv mask area. Film should be sent to Bill Wheat. Film required 24 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services: 16 mm film handled. Complete service for art work and making slides.

Rates: Class A one hour live $400, film $400. Minute spot live $80, film $80. ID rate $40.

Indianapolis: WFBM-TV

Ch. 6. Owned by Twin State Broadcasters Inc. Address: 1330 N. Meridian St. Zone 2. Phone: MElrose 4-8521. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow: visual 100 kw, aural 50 kw. Antenna: 1,019′ above ground, 1,849′ above sea level. Networks: NBC-TV (prim.). Am station WFBM. Began operating May 30, 1949. Interconnected.

Representatives: National The Katz Agency Inc., Washington attorneys Dempsey & Koplovitz, consulting engineers Kear & Kennedy.

Stockholders: Time Inc.

Executives:

Wayne Coy, *president*
Eldon Campbell, *vice president & general manager*
Don Menke, *commercial manager*
Hugh L. Kibbey, *sales service manager*
William R. Fall, *program director*
John F. Hurlbut, *promotion & public relations manager*
Estel D. Freeman, *publicity manager*
Robert Flanders, *assistant chief engineer*
Robert Robbins, *assistant chief engineer*
George Morrison, *news director*
Harry Martin, *farm director*
Tom Carnegie, *sports director*

Services: News AP, INS, local newsreel film. Live studios, number 2, size of largest 40′ x 60′, number live cameras 2. number remote cameras 4 camera chains.

Film & ID: 2 16 mm film projectors; slide projectors, 2x2 transparencies or 3x4 opaques. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network, live, film, slides.

Rates: Class A one hour live $1,200, film $1,200. Minute spot live $225, film $225. ID rate $113.

Indianapolis: WISH-TV

Ch. 8. Owned by Indiana Broadcasting Corp. Address: 1440 N. Meridian St. Zone 2. Phone: MElrose 4-6411. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow: visual 316 kw, aural 158 kw. Antenna: 997′ above ground, 1,847′ above sea level. Networks: CBS-TV (prim.). Am station WISH. Began operating July 1, 1954. Interconnected.

Representatives: National The Bolling Co. Inc., Washington attorneys Covington & Burling, consulting engineers A. D. Ring & Assoc.

Stockholders: J. H. Whitney & Co. (100%).

Executives:

C. Wrede Petersmeyer, *president*
Robert B. McConnell, *vice president & general manager*
Robert F. Ohleyer, *sales manager*
Steve Briggs, *program director*
Stokes Gresham Jr., *chief engineer*
Vince Leonard, *news director*
Jim McIntyre, *sports director*
George W. Diefenderfer Jr., *director of national sales*

Services: News AP, UP. Live studios, number 2, size of largest 26′ x 72′, number live cameras 4. Remote equipment: number remote cameras 2 camera chains.

Film & ID: 3 16 mm film projectors; 1 opaque, 2 slide projectors. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; Bridgamatic film processing unit.

Color Equipment: network, film, slides.

Rates: Class AA one hour live $1300, film $1,300. Minute spot live $300, film $300. ID rate $150.

Indianapolis: WLW-I

Ch. 13. Owned by Crosley Broadcasting Corp. Address: studio — 222 E. Ohio St., office — 714 Merchants Bank Bldg. Zone 4. Phone: ME 4-5402. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow: visual 26.1 kw, aural 21.98 kw. Antenna: 1,016′ above ground, 1,846′ above sea level. Networks: ABC-TV (prim.), CBC. Am station WLW. Cincinnati. Began operating October 30, 1957. Interconnected.

Representatives: National Crosley Broadcasting Corp., regional Bomar Lowrance Assoc., Washington attorneys Hogan & Hartson, consulting engineers Crosley Broadcasting Corp.

Stockholders: Wholly owned subsidiary of Avco Manufacturing Corp.

Executives:
Robert E. Dunville, *president*
John B. Babcock, *assistant general manager*
Bob Lamb, *sales manager*
Charles Brodhead, *program manager*
Norman Nixon, *technical supervisor*
Gordon Graham, *news director*
Bruce Cox, *director, special broadcast services*
John Traxler, *film buyer - director*
Jack Highberger, *promotion - publicity director*

Services: News UP. Live studios number 1, size of largest 32' x 30', number live cameras 3. Remote equipment: color remote bus, number remote cameras 3.

Film & ID: 2 16 mm color chains film projectors; 2 RCA TP7 drum slide projectors, copy on 2x2 slide should be no larger than 1x¾. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services: 16 mm silent or SOF (outside processing).

Color Equipment: network, live (in spring 1958), film, slides.

Rates: Class A one hour live $1,100*, film $1,100*. Minute spot live $200* film $200*. ID rate $100*. * Plus production and talent charges.

Lafayette: WFAM-TV

Ch. 59. Owned by WFAM Inc. Address: McCarty Lane. Phone: 2-4300. Antenna: 637' above ground. Networks: CBS-TV, NBC-TV. Am station WASK. Began operating May 8, 1953.

Representatives: National William G. Rambeau Co. Inc.

Stockholders: Henry Rosenthal (25%); Alvin H. Huth (25%); D. & B. Equipment Corp., Jack M. Drysdale, president (50%).

Executives:
Henry Rosenthal, *general manager*
Dick Pittenger, *commercial manager*
James Mathis, *program director*
Earl Richardson, *farm director*
Richard Cochran, *chief engineer*

Rates: Class A one hour $200. Minute spot $40. 10 sec. $20.

Muncie: WLBC-TV

Ch. 49. Owned by Tri-City Radio Corp. Address: 420 Alden Rd., Box 271. Phone: 4403. Authorized eff. rad. pow.: visual 14.1 kw, aural 7.59 kw. Operating pow.: visual 14.1 kw, aural 7.59 kw. Antenna: 542' above ground, 1,349' above sea level. Operating CBS-TV, ABC-TV, NBC-TV. Am station WLBC, fm station WMUN. Began operating April 29, 1953.

Representatives: National Hal Holman Co. (Chicago & New York), Washington attorneys John H. Midlen, consulting engineers George C. Davis.

Stockholders: Donald A. Burton, president & treasurer (51%); William F. Craig, vice president (46.5%); Garnet M. Burton, secretary (1.5%); 3 others, each holding less than .5%.

Executives:
Don Burton, *general manager*
W. F. Craig, *vice president & commercial manager*
Lee Allerton, *program director*
Maurice Crain, *vice president engineering*
Bill Summers, *musical director*

Color Equipment: network.

Rates: Class A one hour live $275, film $230. Minute spot live $55, film $50. ID rate $22.50.

South Bend: WNDU-TV

Ch. 16. Owned by Michiana Telecasting Corp. Address: Box 989. Phone: CE 3-7111. Authorized eff. rad. pow.: visual 247 kw, aural 124 kw. Antenna: 538' above ground, 1,383' above sea level. Networks: NBC-TV (prim.). Am station WNDU. Began operating July 15, 1955. Interconnected.

Representatives: National Edward Petry & Co., Washington attorneys Dempsey & Koplovitz, consulting engineers Kear & Kennedy.

Stockholders: University of Notre Dame (100%).

Executives:
Rev. Theodore M. Hesburgh, C.S.C., *president*
Bernard C. Barth, *vice president & general manager*
William Thomas Hamilton, *commercial manager*
Bazil J. O'Hagan, *chief engineer*
Lamont McLoughlin, *news director*
William MacKenzie, *production manager*
William A. Garden, *sales service director*
Allen Hervey, *film director*

Services: News AP. Live studios, number 1, size of largest 40' x 60', number live cameras 3. Remote equipment: available, number remote cameras, available.

Film & ID: 2 RCA Vidicon 16 mm film projectors; 2 2x2 tape mounted slide projectors, safe viewing area: 1⅛x¾. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; dip tanks, silent & sound (negative only).

Color equipment: network.

Rates: Class A one hour live $500*, film $500. Minute spot live $100*, film $100. ID rate $40.
*Production charges on request.

South Bend: WSBT-TV

Ch. 22. Owned by South Bend Tribune Publishing Co. Address: Broadcast Center, 300 W. Jefferson Blvd. Zone 1. Phone: CEntral 3-3141. Authorized eff. rad. pow.: visual 225 kw, aural 113 kw. Antenna: 479' above ground, 1,349' above sea level. Operating pow.: visual 225 kw, aural 113 kw. Networks: CBS-TV (prim.). Am station WSBT. Began operating December 21, 1952. Interconnected.

Representatives: National Paul H. Raymer Co. Inc. Washington attorneys Hogan & Hartson, consulting engineers Page, Creutz, Steel & Waldschmitt.

Stockholders: South Bend Tribune Publishing Co. (100%), publisher of *South Bend Tribune.*

Executives:
Franklin D. Schurz, *president*
Neal B. Welch, *general manager*
Will R. Darch, *commercial manager*
Robert J. Drain, *program director*
Arthur R. O'Neil, *chief engineer*
Robert M. Hoyt, *news director*
Robert W. McDermott, *farm director*
Hazel Burnett, *women's director*
Joe Boland, *sports director*

Services: News UP, INS, AP Photofax. Live studios, number 2, size of largest 50' x 80', number live cameras 4. Remote equipment: custom built, RCA equipped with microwave, number remote cameras 3.

Film & ID: 3 16 mm film projectors; 2 2x2 slide projectors, safe scanned area ¾x1⅛, glass mounted only. Film should be sent to Walter A. Sweitzer Jr., Film Director. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; Calumet, 16 mm.

Color Equipment: network.

Rates: Class AA one hour live $500 plus production, film $500, film $100. ID rate $50.

South Bend: WSJV (See Elkhart, Indiana)

Terre Haute: WTHI-TV

Ch. 10. Owned by Wabash Valley Broadcasting Corp. Address: 918 Ohio St. Phone: CRawford 9481. Authorized eff. rad. pow.: visual 316 kw, aural 191 kw. Operating pow: visual 316 kw, aural 191 kw. Antenna: 549' above ground, 1,049' above sea level. Networks: CBS-TV (prim.), NBC-TV, ABC-TV. Am station WTHI. Began operating July 22, 1954. Interconnected.

Representatives: National The Bolling Co. Inc., Washington attorneys Haley, Wollenberg & Kenehan, consulting engineers George C. Davis.

Stockholders: Anton Hulman Jr. (81.65%); J. R. Cloutier (13.35%); Henry Smith (5%).

Executives:
Anton Hulman Jr., *president*
J. M. Higgins, *general manager*
Ben Falber Jr., *director nighttime tv operations*
Pat Murphy, *director daytime tv operations*
Don Petit, *chief engineer*
Howard Caldwell, *news & sports director*
Jim Ray, *farm director*
Helen Ryan, *women's director*

Services: News UP. Live studios, number 1, size of largest 2,300 sq. ft. number live cameras 2.

Film & ID: 2 16 mm film projectors; 1 slide projector 2x2 metal mounted. Film should be sent to Nancy Langan. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $500, film $500. Minute spot live $100, film $100. ID rate $50.

IOWA

Ames: WOI-TV

Ch. 5. Owned by Iowa State College of Agriculture & Mechanic Arts. Address: Service Bldg. Phone: CEdar 2-3400. Authorized eff. rad. pow.: visual 100 kw, aural 50.1 kw. Antenna: 580' above ground, 1,609' above sea level. Networks: ABC-TV (prim.). Am & fm stations WOI. Began operating February 21, 1950.

Representatives: National Weed Television Corp., Washington attorneys Cohn & Marks, consulting engineers Jansky & Bailey Inc.

Stockholders: Iowa State College of Agriculture & Mechanic Arts (100%).

Executives:
Dr. James Hilton, *president of Iowa State College*
Robert C. Mulhall, *general manager*
James H. Davis, *assistant general manager*

STATIONS: IOWA

Dan Norton, *commercial manager*
Don Peterson, *Program-sales service*
Wally Bishop, *news director*
Warren Royer, *film director*
Doris MacFarquhar, *promotion manager*
Joseph North, *tv training lab supervisor*
Keith Ketcham, *chief engineer*

Rates: Class A one hour $650. Minute spot $140. 10 sec. $70.

Cedar Rapids: KCRG-TV

Ch. 9. Owned by Cedar Rapids Television Co. Address: First Ave. at First St. SW. Phone: EM 4-4194. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow: visual 316 kw, aural 158 kw. Antenna: 1,085' above ground, 1,931' above sea level. Networks: ABC-TV (prim.). Am station KCRC. Began operating October 15, 1953. Interconnected.

Representatives: National Weed Television Co., Washington attorneys Kirkland, Fleming, Green, Martin & Ellis, consulting engineers Kear & Kennedy.

Stockholders: The Gazette Co. (100%).

Executives:
Joseph F. Hladky Jr., *president*
Frank T. Nye, *general manager*
Richard J. Butterfield, *sales manager*
Joseph W. McMurray, *state & local sales manager*
Ralph D. Willey, *program director*
Ira V. McDaniel, *chief engineer*
John K. Williams, *news director*
Robert C. Brooks, *sports director*
Loren L. Abbott, *office manager*

Services: News AP (newspaper and radio wires), INS. Live studios, number 1, size of largest 800 sq. ft., number live cameras 2.

Film & ID: 2 Eastman 16 mm film projectors; 1 Gray Telejector, safe viewing area 15 mmx20 mm, 2x2 tape or metal mounted (tape preferred). Film should be sent to Ralph D. Willey. Film required 72 hrs. before telecast; slides 72 hrs., artwork 1 wk. Film editing services.

Color equipment: network.

Rates: Class A one hour live $425, film $425. Minute spot live $85, film $85. ID rate $42.50.

Cedar Rapids: WMT-TV

Ch. 2. Owned by WMT-TV Inc. Address: Paramount Theatre Bldg. Phone: EMpire 4-0171. Authorized eff. rad. pow.: visual 100 kw, aural 70 kw. Operating pow.: visual 100 kw, aural 70 kw. Antenna: 1,355' above ground, 2,395' above sea level. Networks: CBS-TV (prim.). Am station WMT. Began operating September 30, 1953. Interconnected.

Representatives: National The Katz Agency Inc., Washington attorneys Bingham, Collins, Porter & Kistler, consulting engineers Page, Creutz, Steel & Waldschmitt.

Stockholders: American Broadcasting Stations Inc. (49%); William B. Dolph, president (31%); William B. Quarton, vice president & general manager (20%).

Executives:
William B. Dolph, *president*
William B. Quarton, *executive vice president & general manager*
Lew Van Nostrand, *vice president—sales*
Douglas Grant, *vice president—tv operations & film buyer*
George Hixenbaugh, *chief engineer*
Chuck Worcester, *director of news & public affairs*
Bob Nance, *farm director*
Bob Kenney, *promotion director*
Tait Cummins, *sports director*
Leo F. Cole, *business manager*

Services: News AP, UP, INS, AP Photofax, UP Unifax. Live studios, number 2, size of largest 60' x 40', number live cameras 2.

Film & ID: 4 16 mm film projectors; 1 2x2 Standard NARTB slide projector. Film should be sent to Operations Desk, WMT-TV 600-2 Old Marion Rd. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; 16 mm stills.

Color Equipment: network.

Rates: Class AA one hour live $625, film $625. Minute spot live $125, film $125. ID rate $62.50.

Davenport: WOC-TV

Ch. 6. Owned by Central Broadcasting Co. Address: 805 Brady St. Phone: 3-3661. Authorized eff. rad. pow.: visual 100 kw, aural 60 kw. Operating pow.: visual 100 kw, aural 60 kw. Antenna: 625' above ground, 1,305' above sea level. Networks: NBC-TV (prim.), ABC. Am station WOC. Began operating October 31, 1949. Interconnected.

Representatives: National Peters, Griffin, Woodward, Inc., Washington attorneys Dow, Lohnes & Albertson, consulting engineers A. D. Ring & Assoc.

Stockholders: B. J. Palmer (9.2%); D. D. Palmer (58.4%); and others.

Executives:
Col. B. J. Palmer, *president*
D. D. Palmer, *vice president & treasurer*
Ralph Evans, *executive vice president*
P. A. Loyet, *vice president*
Wm. D. Wagner, *secretary & controller*
Ernest C. Sanders, *resident manager*
Mark L. Wodlinger, *sales manager*
Raymond E. Guth, *program director*
Paul G. Arvidson, *chief engineer*
Robert Frank, *news director*
Hal Hart, *sports director*

Services: News UP & UP facsimile. Live studios, number 2, size of largest 30' x 50', number live cameras 4 studio camera chains. Remote equipment: RCA mobile unit, number remote cameras 2 camera chains.

Film & ID: 2 16 mm film projectors; 1 2x2 slide projector, picture: 1½ x 1½; multiple slide projector for 16 slides, overall 3x4, picture size: 1½x2. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Complete film editing services.

Color Equipment: network.

Rates: Class A one hour live $800, film $800. Minute spot live $200, film $200. ID rate $100.

Des Moines: KRNT-TV

Ch. 8. Owned by KRNT-TV Co. Address: 9th & Pleasant St. Zone 14. Phone: CH 3-4141. Authorized eff. rad. pow.: visual 316 kw, aural 199.5 kw. Operating pow: visual 316 kw, aural 199.5 kw. Antenna: 709' above ground, 1,545' above sea level. Networks: CBS-TV (prim.). Am station KRNT. Began operating July 31, 1955.

Representatives: National The Katz Agency Inc., Washington attorneys Segal, Smith & Hennessey, consulting engineers Lohnes & Culver.

Stockholders: Cowles Broadcasting Co. and the estate of Kingsley H. Murphy (100%).

Executives:
Luther L. Hill, *president*
Robert W. Dillon, *general manager*
Paul M. Elliott, *commercial manager*
William H. Hippee, *sales manager*
Richard H. Covey, *program director*
Joe Hudgens, *promotion director & assistant program director*
Charles F. Quentin, *chief engineer*
Richard C. Percival, *business manager*
Russ Van Dyke, *news director*
Al Couppee, *sports director*
Guy Koenigsberger, *production manager*
Ric Devine, *sales service director*
Graham Jeambey, *promotion manager*

Services: News AP, UP, CBS Newsfilm, AP Photofax. Live studios, number 2, size of largest 32' x 64', number live cameras 4 RCA. Remote equipment: RCA 2 field camera chains.

Film & ID: 2 16 mm film camera chains; film projectors; 2 slide projectors, scan area ⅞x1⅛, copy area ⅝x⅞, 2x2 transparencies. Film should be sent to Wayne Ackley, Film Director. Film required 96 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Complete editing & processing, shipping and receiving, 16 mm Tri-X. Sound and silent commercial and news film cameras. Rear screen projector available.

Color Equipment: network.

Rates: Class A one hour live $700, film $700. Minute spot live $160, film $160. ID rate $80.

Des Moines: WHO-TV

Ch. 13. Owned by Central Broadcasting Co. Address: 1100 Walnut St. Zone 7. Phone: ATlantic 8-6511. Authorized eff. rad. pow.: visual 316 kw, aural 191 kw. Operating pow.: visual 81.5 kw, aural 49 kw. Antenna: 743' above ground, 1,703' above sea level. Networks: NBC-TV (prim.). Am station WHO. Began operating April 15, 1954. Interconnected.

Representatives: National Peters, Griffin, Woodward, Inc. Washington attorneys Dow, Lohnes & Albertson, consulting engineers A. D. Ring & Assoc.

Stockholders: Col. B. J. Palmer, president & chairman of the board (8.5%); Dr. D. D. Palmer, vice president & treasurer (58.4%); Ralph Evans, executive vice president (1.5%); Paul A. Loyet, vice president & resident manager (2.7%); H. E. Hender (2.51%); H. B. Chance (2.51%); remainder in Palmer family trusts. Central Broadcasting Co. also operates WOC-TV Davenport and owns 25% of KMTV Omaha and KMA Shenandoah, Iowa.

Executives:
Col. B. J. Palmer, *president & chairman of the board*
Dr. D. D. Palmer, *vice president & treasurer*
Ralph Evans, *executive vice president*
William D. Wagner, *secretary & controller*
Paul A. Loyet, *vice president & resident manager*
W. W. Woods, *assistant manager*
Robert H. Harter, *sales manager*
Jack Kerrigan, *program director & film buyer*
Roy W. Pratt, *chief engineer*
Kenneth Gfeller, *production manager*
Jack Shelley, *news bureau manager*

M. L. Nelsen, *managing editor*
Herb Plambeck, *farm service director*
James Zabel, *sports director*

Services: News AP, INS, UP Unifax. Live studios, number 2, size of largest 90′ x 50′, number live cameras 4. Remote equipment: truck with complete field equipment, number remote cameras 2 RCA TK-30A field camera chains.

Film & ID: 2 RCA TP16D, 2 RCA TP6CC film projectors; 2 RCA TK-20D film cameras; 1 RCA TK26 color film camera; 1 Gray Telop opaque projector; 1 Television Specialty Co. rear screen projector; 2 Gray dual disc slide projectors; standard 2x2 glass or metal mount, critical copy area: ¾x1. Film should be sent to TV Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 1 wk. Film editing services; complete art department & still photo lab.

Color Equipment: network, film, slides.

Rates: Class A one hour live $650, film $650. Minute spot live $140, film $130. ID rate $70.

Fort Dodge: KQTV

Ch. 21. Owned by Northwest Television Co. Address: Television Square. Phone: 4-0351 and 4-0311. Authorized eff. rad. pow.: visual 330.1 kw, aural 174.4 kw. Antenna: 650′ above ground, 1,760′ above sea level. Networks: NBC-TV (prim.), CBS-TV, ABC-TV. Am station KVFD. Began operating November 27, 1953. Interconnected.

Representatives: National John E. Pearson Co.

Stockholders: Edward Breen, *president* (16.75%) with wife; George Haire, *vice president* (2%); Allen A. Loomis II, *treasurer* (.2%); L. V. Geer, *secretary* (.2%); Northwest Broadcasting Co. — KVFD — (31.22%); over 200 others, none with more than 1%.

Executives:
Edward Breen, *president & general manager*
Rollie Camp, *commercial manager*
Richard Johnson, *program director*
Dave Sinclair, *chief engineer*
Bob Dean, *news director*
Eve Rubenstein, *women's director*
Bill Higgins, *sports director*

Services: News UP, INS. Live studios, number 1, size of largest 40′ x 40′, number live cameras 1.

Film & ID: 2 16 mm film projectors; 35 mm Projectall slide projector. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 24 hrs., artwork 24 hrs. Film editing services; positive or negative film handled.

Rates: Class A one hour live $150, film $150. Minute spot live $40, film $40. ID rate $25.

Mason City: KGLO-TV

Ch. 3. Owned by Lee Radio Inc. Address: Second & Pennsylvania. Phone: GArden 3-2540. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow: visual 100 kw, aural 50 kw. Antenna: 500′ above ground, 1,755′ above sea level. Networks: CBS-TV (prim.). Am station KGLO. Began operating May 15, 1954. Interconnected.

Representatives: National Weed Television Corp., Washington attorneys Pierson, Ball & Dowd, consulting engineers Page, Creutz, Steel & Waldschmitt.

Stockholders: Lee P. Loomis, *president* (9%); more than 50 others.

Executives:
Lee P. Loomis, *president*
Herbert R. Ohrt, *executive vice president & general manager*
Lloyd D. Loers, *commercial manager*
Douglas Sherwin, *program director*
Roger Sawyer, *chief engineer*
Ken Kew, *news director & sports director*
Al Heinz, *farm director*
Joan Morris, *women's director*

Services: News AP, UP, CBS Newsfilm. Live studios, number 2, size of largest 40′ x 60′, number live cameras 2.

Film & ID: 2 Du Mont 16 mm multiscanner, magnetic & optical sound tracks; film projectors; 1 automatic change slide projectors, metal mounted glass double frame 35 mm. Film should be sent to Film Director. Film required 24 hrs. before telecast; slides 24 hrs., artwork 48 hrs.

Color Equipment: network.

Rates: Class A one hour film $350. Minute spot film $70. ID rate $35.

Ottumwa: KTVO

Ch. 3. Owned by KBIZ Inc. Address: 209 E. Second St. Phone: MUrray 2-4535. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow: visual 100 kw, aural 50 kw. Antenna: 1,101′ above ground, 2,014′ above sea level. Networks: CBS-TV, NBC-TV (prim.), ABC-TV. Am station KBIZ. Began operating November 21, 1955. Interconnected.

Representatives: National George P. Hollingbery Co., Washington attorneys Fisher, Wayland, Duvall & Southmayd, consulting engineers Commercial Radio Equipment Co.

Stockholders: James J. Conroy (66.32%); Raymond Russell (33.33%); Merrill Gilmore (.16%); Berg Allison (.16%).

Executives:
James J. Conroy, *president*
Berg Allison, *general manager & commercial manager*
Jim Bolen, *program director*
James Riley, *chief engineer*
Dean Osmundson, *farm director*
Kay Rea, *women's director*
John O'Rourke, *sports director*

Services: News AP wire, AP Photofax, CBS Newsfilm. Live studios, number 2, size of largest 24′ x 36′, number live cameras 2 RCA camera chains.

Film & ID: 2 RCA film projectors; 1 opaque projector; 2 2x2 RCA slide projectors, 2x2 glass or metal mounted slides. Film should be sent to Jim Bolen. Film required 36 hrs. before telecast; slides 36 hrs., artwork 48 hrs. Film editing services; negative and direct positive film processing.

Color Equipment: network.

Rates: Class A one hour live $300, film $300. Minute spot live $60, film $60. ID rate $30.

Sioux City: KTIV

Ch. 4. Owned by KTIV Television Co. Address: 217 Tenth St. Zone 3. Phone: 8-0545. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Antenna: 633′ above ground, 2,046′ above sea level. Networks: NBC-TV (prim.). Am station KSCJ. Began operating October 10, 1954. Interconnected.

Representatives: National George P. Hollingbery, Washington attorneys Miller & Schroeder, consulting engineer George C. Davis.

Stockholders: Perkins Brothers Co. (50%); Dietrich Dirks & Associates (50%).

Executives:
Dietrich Dirks, *president & general manager*
Eugene Flaherty, *vice president & commercial manager*
Tom Searls, *program director*
Al Smith, *chief engineer*
Ken Wayman, *news director*
Bill Fleming, *farm director*
Pauline Schmidt, *women's director*
Bob Wilson, *sports director*
Bill Mote, *promotion director*

Services: News UP. Live studios, number 1, size of largest 50′ x 60′, number live cameras 2.

Film & ID: 2 RCA TK 16 mm film projectors; TP-3B RCA 2x2 mount slide projectors, viewing area: 27/32x1⅛. Film should be sent to Film Director. Film required 48 hrs. before telecast; slides 48 hrs., artwork 96 hrs. Film editing services; Bridgamatic processing unit.

Color Equipment: network.

Rates: Class A one hour live $390, film $350. Minute spot live $85, film $75. ID rate $37.50.

Sioux City: KVTV

Ch. 9. Owned by Peoples Broadcasting Corp. Address: 7th and Douglas. Zone 1. Phone: 2-2711. Authorized eff. rad. pow.: visual 288 kw, aural 144 kw. Operating pow: visual 288 kw, aural 144 kw. Antenna: 537′ above ground, 1,937′ above sea level. Networks: CBS-TV (prim.), ABC-TV. Am station WNAX. Began operating March 29, 1953. Interconnected.

Representatives: National The Katz Agency Inc., Washington attorneys Fly, Shuebruk, Blume & Gaugine, consulting engineers Lohnes & Culver.

Stockholders: Peoples Broadcasting Co., subsidiary of Nationwide Insurance Co. (100%).

Executives:
Herbert E. Evans, *vice president & executive head*
Donald D. Sullivan, *general manager*
Robert B. Donovan, *commercial manager*
Clark Pollock, *program director*
Robert G. Engelhardt, *chief engineer*
Charles Powell, *news director*
Marge Hinshaw, *women's director*
Les Davis, *sports director*
George Hutchins, *operations manager*

Services: News AP, UP. Live studios, number 2, size of largest 38′ x 67′, number live cameras 2. Remote equipment: all camera chains are portable.

Film & ID: 2 RCA 16 mm film projectors; 1 GE Projectall, slide size 3¼x4 opaques or transparencies; 2 Selectro 16 slide turret projectors, slide size 2x2 35 mm tape or metal mounted. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 12 hrs., artwork 24 hrs. Film editing services.

Color Equipment: network and live.

Rates: Class AA one hour film $425. Minute spot film $100. ID rate $50.

Waterloo: KWWL-TV

Ch. 7. Owned by Black Hawk Broadcasting Co. Address: E. Fourth & Franklin Sts. Phone: ADams 4-4404. Authorized eff. rad.

pow.: visual 316 kw, aural 158 kw. Operating pow: visual 316 kw, aural 158 kw. Antenna: 1,083' above ground, 2,078' above sea level. Networks: NBC-TV (prim.). Am station KWWL. Began operating November 26, 1953.

Representatives: National Avery-Knodel Inc., Washington attorneys Roberts & McInnis, consulting engineers Robert M. Silliman.

Stockholders: Ralph J. McElroy, *president* (31.4%); Donald M. Graham, *vice president* (2.9%); E. Horslund, *treasurer* (3%); Glenn B. Beers, *secretary* (1.1%); the following directors: Robert Buckmaster (9.7%); E. E. Wheeler (2.2%); A. D. Donnell (1.9%); William Bolster (6.8%); Robert Young (2.2%); Lowell J. Walker (1.6%); John B. Young (2.2%); T. L. Trunnell (3.8%); Richard Young (1.5%); George A. Loveall (1.6%); Louise M. McKinstry (1.3%); Robert McCoy (1.7%); W. Lyle Harvey (2.1%). Each owning 1% or less: Nicholas L. Etten; William A. Roberts; Leo Hughes; C. K. Cropper; A. J. Burke; C. E. Butler; Robert H. Dunkelberg; Phillip K. Rausch; Harry M. Reed; C. W. Shirley; Harold Walden; George B. Hughes; Robert C. McKinstry; Jane E. McCoy; Fred Tesmer; Bernice E. McKinstry; Aaron Miller; Robert L. Penne; Donald E. Inman; Byron C. Hawn; James McKinstry; Marion C. McCoy; John G. Miller; Reuben Miller.

Executives:
Ralph J. McElroy, *president & general manager*
Donald E. Inman, *business manager*
Norman C. Tarbon, *director tv operations*
T. W. Kirksey, *chief engineer*
Tom Miller, *news director*
Robert Zenner, *sports director*
James S. Dugan, *national sales manager*

Services: News AP. Live studios, number 1, size of largest 55' x 84', number live cameras 2.

Film & ID: 2 16 mm film projectors; multiscanner 4x5 outside balops. Film should be sent to TV Operations. Film required 72 hrs. before telecast; balops 72 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $500, film $500. Minute spot live $120, film $120. ID rate $50.

KANSAS

Ensign-Cimarron: KTVC

Ch. 6. Satellite of KAKE-TV Wichita.

Garden City: KGLD

Ch. 11. Satellite of KCKT Great Bend.

Great Bend: KCKT

Ch. 2. Owned by Central Kansas Television Co., Inc. Address: Box 182. Phone: Gladstone 3-7868.Authorized eff. rad. pow.: visual 100 kw, aural 50.1 kw. Operating pow.: visual 100 kw, aural 50.1 kw. Networks: NBC-TV (prim.). Antenna: 1,006' above ground, 2,875' above sea level. Began operating November 28, 1954.

Representatives: National The Bolling Co., Washington attorneys Cohn & Marks, consulting engineers Commercial Radio Equipment Co.

Stockholders: E. C. Wedell, president (26.65%); C. L. Roberts, vice president (4.96%); Roy Zimmer, secretary (2.09%); Delbert Williams, treasurer (.20%); Vic E. Baum (3.25%); Vyrl W. Levan (7.84%); Ralph R. Rinker (5.6%); H. P. Thies & Fred Thies (5.86%); over 100 others, none owning as much as 3%. Mr. Zimmer is treasurer of Hass-Flynn Theatres, Inc.

Executives:
E. C. Wedell, *president*
E. L. Kuhlman, *operation manager*
Bonnie Perry, *program coordinator*
Don Latter, *production director*
Bill Brooks, *news and sports director*
Herman Haefele, *chief engineer*

Color Equipment: network, 2-color slides.

Rates: Class A one hour live $300, film $300. Minute spot film $60. ID rate $30.

Hutchinson-Wichita: KTVH

Ch. 12. Owned by Wichita-Hutchinson Co. Inc. Address: 1800 N. Plum, Hutchinson. Phone: MOhawk 5-5503. Studios and sales offices in Wichita: Address: Box. 12. Phone: TEmple 8-1411. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow: visual 316 kw, aural 158 kw. Antenna: 779' above ground, 2,324' above sea level. Networks: CBS-TV (prim.). Began operating July 1, 1953.

Representatives: National H-R Television Inc., Washington attorneys, Segal, Smith & Hennessey, consulting engineers Lohnes & Culver.

Stockholders: Minneapolis Star & Tribune Co. (80%).

Executives:
Joyce A. Swan, *president*
Howard O. Peterson, *general manager*
Eugene Gray, *general sales manager*
Kenneth H. Cook, *chief engineer*
Dale Larsen, *promotion manager*
Joe MacConkey, *news director*

Services: News AP. Live studios, number 2, size of largest 43' x 55', number live cameras 4.

Remote equipment: relay, number remote cameras 1.

Film & ID: 3 Eastman 16 mm film projectors; 2 slide projectors. Film should be sent to Bob Snyder. Film required 72 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network.

Rates: Class AA one hour live $575, film $575. Minute spot live $135, film $135. ID rate $67.50. Program preparation talent costs for live programs furnished on request.

Pittsburg: KOAM-TV

Ch. 7. Owned by Mid-Continent Telecasting, Inc. Address: Box 603. Phone: 2508; (MA 4-0233 Joplin, Mo.). Authorized eff. rad. pow.: visual 245 kw, aural 138 kw. Operating pow.: visual 245 kw, aural 138 kw. Antenna: 574' above ground, 1,464' above sea level. Networks: NBC-TV (prim.), ABC-TV. Am station KOAM. Began operating December 13, 1953. Interconnected.

Representatives: National The Katz Agency, Inc., George O. Sutton Washington attorneys, Lohnes & Culver consulting engineers.

Stockholders: Pittsburg Broadcasting Co., Inc. (66.53%); Joplin Globe Publishing Co. (33.23%).

Executives:
Lester E. Cox, *president*
R. E. Wade, *general manager & commercial manager*
Louis R. Martin, *program director*
Leo Stafford, *chief engineer*
Tom Freeman, *sports director*

Services: News UP. Live studios, number 1, size of largest 40' x 52' x 18', number live cameras 2.

Film & ID: 2 16 mm film projectors; standard slide projectors. Film should be sent to Operations Desk. Film required 72 hrs., before telecast; slides 72 hrs., artwork 72 hrs.

Rates: Class A one hour live, on request, film $360. Minute spot live $90, film $50. ID rate $40.

Topeka: WIBW-TV

Ch. 13. Owned by Stauffer Publications Inc. Address: Box 119. Phone: CEntral 3-2377. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow: visual 316 kw, aural 158 kw. Antenna: 949' above ground, 2,027' above sea level. Networks: CBS-TV (prim.), ABC-TV. Am stations WIBW Topeka, KSEK Pittsburg, KSOK Arkansas City, KGFF Shawnee, Okla. Began operating November 15, 1953. Interconnected.

Representatives: National Avery-Knodel Inc., Washington attorneys Arthur Scharfeld, consulting engineers Page, Creutz, Steel & Waldschmitt.

Stockholders: Stauffer Publications Inc. (100%).

Executives:
O. S. Stauffer, *president*
Thad M. Sandstrom, *general manager*
Ray C. Senate, *national sales coordinator*
Charles Logas, *sales supervisor*
Rush Evans, *program director*
G. E. Voiles, *chief engineer*
Olaf Soward, *news director*
Wilbur Levering, *farm director*
Dev Nelson, *sports director*

Services: News AP, UP, AP Photofax. Live studio, number 1, size of largest 60'x44'. Remote equipment: RCA, number remote cameras 2.

Film & ID: 3 16mm film projectors; 2 2x2 slide projectors. 27/32x1 1/8 scanned area. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; Bridgamatic Filmline, Du Pont 930 & 931 rapid reversal.

Color Equipment: network.

Rates: Class A one hour live $550 plus 20%, film $550. Minute spot live $110 plus 20%, film $110. ID rate $55.

Wichita: KAKE-TV

Ch. 10. Owned by KAKE-TV Inc. Address: 1500 N. West St. Zone 12. Phone: WH 3-4221. Authorized eff. rad. pow.: visual 316 kw, aural 219 kw. Operating pow.: visual 316 kw, aural 219 kw. Antenna: 1,079' above ground, 2,449' above sea level. Network: ABC-TV (prim.). Am station KAKE. Began operating October 19, 1954.

Representatives: National The Katz Agency Inc., Washington attorneys Fisher, Wayland, Duvall & Southmayd and Cohn & Marks, consulting engineers Lohnes & Culver.

Stockholders: Mark Adams (6.25%); Martin Umansky (2.5%); Theodore Gore

(9.25%); Tom Palmer (19.5%); H. E. Zoller (14.5%); Owen McEwen (7.5%); Ralph Gore (19.25%); Charles E. Jones (6.25%); Sherrill Corwin (15%); S. O. Beren (2%); George Bruce (2%); Harold Newby (2%); Lloyd Pickrell (2%).

Executives:

Mark Adams, *president*
Martin Umansky, *vice president & general manager*
Donivan Waldron, *commercial manager*
Robert C. Payne, *program director*
Harold Newby, *vice president & chief engineer*
Ethel Jane King, *women's director*
Jack Miller, *sports director*
John Froome, *talent supervisor*
Norman Larson, *sales service director*
Keith Griggs, *studio supervisor*
Paul Threlfall, *film production director*
Claude Clevenger, *transmitter supervisor*
Arnold Wedel, *office manager*

Services: News AP, AP Phtofax. Live studios, number 2, size of largest 60'x80', number live cameras 2 RCA, 1 studio Zoomar.

Film & ID: 2 Gray Telejectors film projectors; 1 Gray Telop-Standard slide projector. Dual Bodde rear screen projector. Special effects amplifier. Film should be sent to Gary Hultgren. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; Houston 22 Processor, 16 mm film handled.

Color Equipment: network.

Rates: Class A one hour live on request, film $675. Minute spot live on request, film $151.50. ID rate $76.25. Rates include KAKE-TV's associate station KTVC Ensign, Kansas.

Wichita: KARD-TV

Ch. 3. Owned by Wichita Television Corp., Inc. Address: 833 North Main St. Phone: AMherst 5-5633. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Antenna: 1,077' above ground, 2,449' above sea level. Networks: NBC-TV (prim.). Began operating September 1, 1955. Interconnected.

Representatives: National Edward Petry & Co. Inc., Washington attorneys Koteen & Burt and Miller & Schroeder, consulting engineers George C. Davis.

Stockholders: Geo. M. Brown; Wm. Moyer; Daniel M. Moyer; Don Sbarra; A. L. Ashmore; Gifford M. Booth Jr.; Kenneth Brasted; Mrs. Helen P. Brown; William H. Bertholf; W. M. Ferguson; James D. Jarvis; W. E. Lehmberg; Charles K. Razak; Mary J. Phares; William A. Grant; plus 98 local stockholders.

Executives:

George M. Brown, *president*
Wm. J. Moyer, *executive vice president & general manager*
Don Sbarra, *vice president & commercial manager*
Sam Worsham, *program director*
Russell Goyette, *chief engineer*
Dave Wilson, *news director*
Dale Watson, *farm director*
Mary J. Phares, *women's director & public service director*

Services: News AP, UP Photofax. Live studios, number 2, size of largest 47' x 68', number live cameras 4 b&w & 1 RCA color. Remote equipment: complete remote unit, number remote cameras 2.

Film & ID: 3 color or b&w 16 mm film projectors; 2 Gray Telejectors color or b&w, critical area: ¾x1. Film should be sent to station. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services; all types film processing, b&w and color.

Color Equipment: network, live, film, slides.

Rates: Class AA one hour live $650, film $650. Minute spot live $150, film $150. ID rate $75.

Wichita: KTVH (See Hutchinson)

KENTUCKY

Lexington: WKXP-TV

Ch. 27. Formerly WLAP-TV. Owned by Community Broadcasting Co. Address: Broadcast Central. Phone: 3-2727. Authorized eff. rad. pow.: visual 15.5 kw, aural 7.8 kw. Operating pow.: visual 15.5 kw, aural 7.8 kw. Antenna: 553' above ground, 1,624' above sea level. Began operating September 16 1957.

Representatives: National John E. Pearson Co., Washington attorneys Pierson, Ball & Dowd, consulting engineers A. Earl Cullum Jr.

Stockholders: Frederic Gregg Jr. (33⅓%); Charles Wright (33⅓%); Harry Feingold (33⅓%).

Executives:

Frederic Gregg Jr., *president & general manager*
Zack Hill, *operations manager*
Miller Welch, *commercial manager*
Henry Allin, *program director*
Robert Austin, *chief engineer*
Gordon Whiteley, *news director*
Doris Holtzclaw, *traffic director*
Ann Jones, *women's director*
Earl Boardman, *sports director*

Services: News AP, UP. Live studios, number 3, size of largest 900 sq. ft., number live cameras 3. Remote equipment: number remote cameras 1 field camera.

Film & ID: 2 16 mm film projectors; 2 35 mm slide projectors. Film should be sent to Henry Allin, Program Director. Film required 36 hrs. before telecast; slides 24 hrs., artwork 48 hrs. Film editing services.

Rates: Class A one hour live $251.30. Minute spot live $41. ID rate $25.

Lexington: WLEX-TV

Ch. 18. Owned by WLEX-TV Inc. Address: 134 N. Limestone. Phone: 4-8747 or 3-0433. Authorized eff. rad. pow.: visual 200 kw, aural 100 kw. Operating pow.: visual 17 kw, aural 9.2 kw. Antenna: 651' above ground, 1,601' above sea level. Networks: NBC-TV (prim.), ABC-TV, CBS-TV. Am station WLEX. Began operating March 15, 1955. Interconnected.

Representatives: National The Bolling Co. Inc., regional Dora-Clayton Agency (south), Washington attorneys Spearman & Roberson, consulting engineers Vandivere, Cohen & Wearn.

Stockholders: J. Douglas Gay Jr., president (23.91%); H. Guthrie Bell, secretary-treasurer (29.97%); William B. Gess, vice president (4.11%); Central Kentucky Broadcasting Co.—WLEX—(26.92%); others.

Executives:

J. Douglas Gay Jr., *president*
Earl L. Boyles, *vice president & general manager*
Harry C. Barfield, *station manager*
J. M. Pennock, *commercial manager*
Alex Macauley, *program director*
J. W. Robertson, *chief engineer*
Sue Fenimore, *news director*
Charles Gulley, *farm director*
Betty Maxwell, *women's director*
Bob Peters, *sports director*

Services: News AP. Live studios, number 1, size of largest 46' x 36', number live cameras 1. Remote equipment: available on request.

Film & ID: 2 16 mm film projectors; Gray 35 mm glass bound slide projector, critical area 11/16x15/16. Film should be sent to Alex B. Macauley. Film required 48 hrs. before telecast; slides 72 hrs., artwork 48 hrs. Film editing services; Houston Fearless processor, 16 mm film handled.

Color Equipment: network.

Rates: Class A one hour live $316.05, film $284.05. Minute spot live $46.43, film $46.35. ID rate $28.40.

Louisville: WAVE-TV

Ch. 3. Owned by WAVE Inc. Address: 334 E. Broadway. Phone: JUniper 5-2201. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Antenna: 600' above ground, 1,585' above sea level. Networks: NBC-TV (prim.). Am station WAVE. Began operating November 24, 1948.

Representatives: National NBC Spot Sales, Washington attorneys Segal, Smith & Hennessey, consulting engineers A. D. Ring & Assoc.

Stockholders: George W. Norton Jr., president (98.4%); Nathan Lord, vice president & general manager (.8%); Charles C. Leonard, secretary-treasurer (.8%). Also owns WFIE Evansville, Ind.

Executives:

George W. Norton, *president*
Nathan Lord, *vice president & general manager*
C. C. Leonard, *secretary & treasurer*
Ralph Jackson, *commercial manager*
George Patterson, *program director*
James Caldwell, *publicity & promotion director*
Cyrus D. Crites, *research director*
Rodney Ford, *news editor*
Shirley Anderson, *farm director*
Wilbur Hudson, *chief engineer*
Pat O'Hara, *production manager*
Bernie Holtman, *assistant chief engineer*

Rates: Class A one hour $875. Minute spot $180, 10 sec. $90.

Louisville: WHAS-TV

Ch. 11. Owned by WHAS Inc. Address: 525 W. Broadway. Zone 2. Phone: JUniper 5-2211. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Antenna: 600' above ground, 1,060' above sea level. Networks: CBS-TV (prim.). Am station WHAS. Began operating March 27, 1950. Interconnected.

Representatives: National Harrington, Righter & Parsons, Washington attorneys Miller & Schroeder, Louisville attorneys Wyatt & Grafton,

Stockholders: Courier-Journal & Louisville Times Co.

Executives:
Barry Bingham, *president*
Victor A. Sholis, *vice president & director*
Albert J. Gillen, *sales director*
Sam Gifford, *program director*
Orrin W. Towner, *director of engineering*
Barney Arnold, *farm director*
Dave Martin, *sports director*
Charles McDaniel, *film director*

Services: News AP. Live studios, number 2, size of largest 42' x 64', number live cameras 6. Remote equipment: completely equipped mobile unit, number remote cameras 4.

Film & ID: 4 16 mm film projectors; 1 3¼x4, 1 2x2 slide projectors. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services.

Rates: Class A one hour live $1,000, film $1,000. Minute spot live $200, film $200. ID rate $100.

Paducah: WPSD-TV

Ch. 6. Owned by Paducah Newspapers Inc. Address: 100 Television Lane. Phone: 2-8214. Authorized eff. rad. pow.: visual 58.9 kw, aural 34.7 kw. Operating pow.: visual 58.9 kw, aural 34.7 kw. Antenna: 583' above ground, 1,046' above sea level. Networks: NBC-TV (prim.), ABC-TV. Began operating May 29, 1957. Interconnected.

Representatives: National John E. Pearson Co., Washington attorneys Scharfeld & Baron.

Stockholders: Paducah Newspapers Inc., E. J. Paxton Sr., president. Publishes *Paducah Sun-Democrat.*

Executives:
Sam Livingston, *general manager*
Charles M. Neel, *sales manager*
Fitz A. Hooton, *program director*
Ernest Pell, *technical director*
Bill Mobley, *chief engineer*
Jim Davis, *film director*

Services: News AP. Live studios, number 1, size of largest 34' x 40', number live cameras 2.

Film & ID: 2 16 mm film projectors; 1 RCA TP7 2x2 slide projector. Film should be sent to Jim Davis, Film Director. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; Morse reversal dev.

Color Equipment: network.

Rates: Class A one hour live $400 plus production, film $400. Minute spot live $80 plus production, film $80. ID rate $40.

LOUISIANA

Alexandria: KALB-TV

Ch. 5. Owned by Lanford Telecasting Co. Address: 605-11 Washington St. Phone: 5-2456. Authorized eff. rad. pow.: visual 28.4 kw, aural 14.4 kw. Operating pow: visual 28.4 kw, aural 14.4 kw. Antenna: 583' above ground, 678' above sea level. Networks: NBC-TV (prim.), ABC-TV, CBS-TV. Am & fm stations KALB. Began operating September 29, 1954. Interconnected.

Representatives: National Weed Television Corp., Washington attorneys Kirkland, Fleming, Green, Martin & Ellis, consulting engineers Commercial Radio Equipment Co.

Stockholders: T. B. Lanford (51%); William L. Fox (49%).

Executives:
T. B. Lanford, *president*
Willard L. Cobb, *general manager & national sales director*
Larry McHale, *program director*
R. E. Miller, *chief engineer*
Robert Miller, *news director*
Lonnie Gibbons, *farm director*
Vivian Close, *women's director*
Thomas B. Erwin, *sports director*

Services: News UP. Live studios, number 2, size of largest 43' x 34', number live cameras 2.

Film & ID: 2 16 mm film projectors; Du Mont Multiscanner slide projector, 4x5 opaques. 10 second ID's must carry station call, otherwise only 8 seconds can be utilized. Film should be sent to Larry McHale. Film required 24 hrs. before telecast; slides 24 hrs., artwork 24 hrs. Film editing services.

Rates: Class A one hour live $262.50, film $250. Minute spot live $57.50, film $50. ID rate $25.

Baton Rouge: WAFB-TV

Ch. 28. Owned by Modern Broadcasting Company of Baton Rouge Inc. Address: 844 Government St. Phone: DIckens 4-8571. Authorized eff. rad. pow.: visual 200 kw, aural 100 kw. Operating pow.: visual 200 kw. aural 100 kw. Antenna: 499' above ground, 544' above sea level. Networks: CBS-TV (prim.). Began operating April 19, 1953. Interconnected.

Representatives: National Young Television Corp., regional Clarke R. Brown, Washington attorneys Pierson, Ball & Dowd, consulting engineers Page, Cruetz, Steel & Waldschmitt.

Stockholders: WDSU Broadcasting Corp., New Orleans (68.87%); others.

Executives:
Dwight W. Martin, *chairman of the board*
Tom E. Gibbens, *president & general manager*
Mervyn E. Rhys, *commercial manager*
Don Hallman, *program director*
Donald K. Allan, *chief engineer*
Roland E. Day, *news director*
Grace McElveen, *promotion manager*

Services: News, UP. Live studios, number 2, number live cameras 2.

Film & ID: 2 16 mm film projectors; 2 2x2 slide projectors. Film should be sent to Don Hallman.

Rates: Class A one hour live $250. Minute spot live $50. ID rate $25.

Baton Rouge: WBRZ

Ch. 2. Owned by Louisiana Television Broadcasting Corp. Address: 1650 Highland Rd. Phone: DI 8-1491. Authorized eff. rad. pow.: visual 100 kw, aural 56.2 kw. Operating pow: visual 100 kw, aural 56.2 kw. Antenna: 954' above ground, 1,001' above sea level. Networks: NBC-TV (prim.), ABC-TV. Began operating April 14, 1955. Interconnected.

Representatives: National George P. Hollingbery Co., regional Quitman Henley (New Orleans), Washington attorneys Cohn & Marks, consulting engineers George C. Davis.

Stockholders: Class B common stock—Roland C. Kizer (18.83%); Lewis Gottlieb (18.83%); R. F. Cangelosi (18.83%); Clint L. Pierson (18%); Percy E. Roberts (13.44%); Mrs. A. S. Roberts (5.39%); Charles P. Manship Jr. (3.33%); Douglas L. Manship Jr. (.835%); Richard F. Manship (.835%); David C. Manship (.835%); Dina Manship (.835%). Class A common stock—Baton Rouge Broadcasting Co. Inc. (99.33 1/3%); Charles P. Manship Jr. (.33 1/3%); Douglas L. Manship (.33 1/3%).

Executives:
Douglas L. Manship, *president*
John H. Bone, *general manager*
Guy Corley, *sales manager*
John Ferguson, *program director & sports director*
Patrick Weathersby, *chief engineer*
Aubrey Moore, *production manager*
Jules L. Mayeux, *operations manager*
Mary Jane Gregory, *women's director*
Edward F. Hessel Jr., *promotion manager*

Services: News AP, AP Photofax, INS, telenews. Live studios, number 3, size of largest 51' x 32', number live cameras 2 Image Orthicon.

Film & ID: 2 16 mm film projectors; 1 4x5 opaque projector; 3 2x2 slide projectors, SRA ¾ ID standard, SRA full screen 8 sec. SB standard. Film should be sent to Operations Desk, WBRZ Television, Box 2906. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services, 16 mm sound and silent film editing; 1 Houston Fearless 16 mm processor, 1 Bridgamatic 16 mm film processor, complete photographic laboratory.

Color Equipment: network.

Rates: Class A one hour live $470 plus talent, film $400. Minute spot live $100 plus talent, film $90. ID rate $45.

Lafayette: KLFY-TV

Ch. 10. Owned by Camellia Broadcasting Co. Inc. Address: 1301 Oak Ave. Phone: CE 5-9494. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Antenna: 457' above ground, 496' above sea level. Networks: CBS-TV (prim.). Began operating June 3, 1955. Interconnected.

Representatives: National Young Television Corp., regional Clarke Brown Co., Washington attorneys Cohn & Marks, consulting engineers Guy C. Hutchinson.

Stockholders: Paul H. DeClouet, president (18.75%); T. A. DeClouet, vice president (18.75%); H. J. Delhommer, vice president (18.75%); G. W. Ducote (4.112%); Roland Fink (7.894%); J. W. Mitchell, secretary-treasurer (18.75%); C. C. DeGravelle (4.112%); Max Fink (5.756%); Vincent Riehl (2.138%); Joseph Riehl (.987%).

Executives:
Paul H. DeClouet, *president*
Dierrell Hamm, *general manager*
Sterling Zimmerman, *general sales manager*
Maurice Wynn, *chief engineer*
Tom Dell, *news director*
Barbara Rhodes, *women's director*
Jim Allen, *sports director*

Services: News UP. Live studios, number 2, size of largest 45' x 45', number live cameras 2.

Film & ID: 2 16 mm film projectors; 2 2x2 slide projectors, 2x2 metal bound slides. Film should be sent to Operations Desk. Film required 24 hrs. before telecast; slides 24

hrs., artwork 24 hrs. Film editing services; still processing facilities.

Color Equipment: network.

Rates: Class A one hour live $281.50, film $250. Minute spot live $57, film $50. ID rate $25.

Lake Charles: KPLC-TV

Ch. 7. Owned by Calcasieu Broadcasting Co. Address: 320 Division St. Phone: HE 6-3631. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw., aural 158 kw. Antenna: 474' above ground, 489' above sea level. Networks: NBC-TV (prim.) ABC-TV. Am station KPLC. Began operating September 29, 1954. Interconnected.

Representatives: National Weed Television Corp., Washington attorney Robert M. Booth Jr., consulting engineers Commercial Radio Equipment Co.

Stockholders: T. B. Lanford (1/3); L. M. Sepaugh (1/3); R. M. Dean (1/6); Viola Lipe Dean trust (1/6).

Executives:

T. B. Lanford, *president*
Pelham E. Mills Jr., *general manager*
Art Reuben, *commercial manager*
A. B. Craft, *program director*
Ed Barton, *chief engineer*
Karl von Leuwen, *news director*
Gay St. Cyr, *promotion manager*
Donald Johnson, *film director*

Services: News AP, UP, facsimile. Live studios, number 1, size of largest 38' x 44', number live cameras 2.

Film & ID: 2 GE 16 mm film projectors; 2 selectroslide slide projectors for 2x2 slides (glass bound preferred) SRA standard. Film should be sent to Donald Johnson. Film required 72 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services; Jr. filmline neg-pos. & reversal (blue base only).

Rates: Class A one hour live $262.50, film $250. Minute spot live $57.50, film $50. ID rate $25.

Lake Charles: KTAG-TV

Ch. 25. Owned by KTAG Associates. Address: Box 173. Phone: HEmlock 9-9413. Authorized eff. rad. pow.: visual 20.4 kw, aural 11 kw. Operating pow.: visual 20.4 kw., aural 11 kw. Antenna: 348' above ground, 368' above sea level. Networks: CBS-TV (prim.). Began operating November 2, 1953.

Representatives: National Paul H. Raymer & Co. Inc., Washington attorneys McKenna & Wilkinson, consulting engineers Gautney & Jones.

Stockholders: Warren Berwick, president (32.4%); Charles Lamar Jr., executive vice president (46.2%); Robert B. McCall, secretary (10.7%); Harold Knox, director (10.7%). Mr. Lamar controls off-air WPFA-TV Pensacola, Florida.

Executives:

Warren Berwick, *president*
Kevin Reilly, *vice president*
Harper Clark, *manager*
Lawrence E. Vicknair, *chief engineer*

Rates: Class A one hour live $180, film $150. Minute spot live $30.50, film $25. ID rate $12.50.

Monroe: KNOE-TV

Ch. 8. Owned by Noe Enterprises Inc. Address: Box 1472 Knoe Rd. Phone: FAirfax 2-8155. Authorized eff. rad. pow.: visual 230 kw, aural 115 kw. Operating pow.: visual 230 kw, aural 115 kw. Antenna: 777' above ground, 852' above sea level. Networks: CBS-TV (prim.), NBC-TV, ABC-TV. Am station KNOE. Began operating September 27, 1953. Interconnected.

Representatives: National H-R Television Inc., Washington attorneys Warren Woods, consulting engineers Frank H. McIntosh & Assoc.

Stockholders: James A Noe (100%).

Executives:

James A. Noe, *president*
Paul H. Goldman, *vice president & general manager*
Harry Arthur, *vice president, assistant general manager, program director & sports director*
Ray Boyd, *vice president & director of engineering*
Jack Ansell Jr., *sales & promotion director*
Ansel Smith, *operations manager*
Mac Ward, *news director*

Services: News AP, AP Photofax. Live studios, number 3, size of largest 108' x 56' x 25' high, number live cameras 2.

Film & ID: 2 16 mm; film projectors; 1 4x5 Telop, 3 2x2 slide projectors. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services; 16 mm film handled.

Color Equipment: network.

Rates: Class AA one hour live $480, film $400. Minute spot live $115, film $80. ID rate $40.

New Orleans: WDSU-TV

Ch. 6 Owned by WDSU Broadcasting Corp. Address: 520 Royal St. Zone 16. Phone: TU 4371. Authorized eff. rad. pow.: visual 100 kw., aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Antenna: 972' above ground, 975' above sea level. Networks: NBC-TV (prim.). Began operating December 18, 1948.

Representatives: National Blair-Tv, Washington attorneys Pierson, Ball & Dowd, consulting engineers Page, Creutz, Steel & Waldschmidtt.

Stockholders: Edgar B. Stern Jr., president (67%); Robert D. Swezey, executive vice president (20%); A. Louis Read, vice president (10%); Lester E. Kabacoff, secretary & treasurer (3%).

Executives:

Edgar B. Stern Jr., *president*
Robert D. Swezey, *executive vice president & general manager*
A. Louis Read, *vice president & commercial manager*
Richard D. Cross, *program manager*
Lindsey Riddle, *chief engineer*
Bill Monroe, *news director*
John Muller, *staging director*
Lester E. Kabacoff, *secretary & treasurer*
Mel Levitt, *program director*
Stanley Holiday, *operations manager*
Marion Annenberg, *promotion director*
Al Wester, *sports director*

Services: News AP, UP, UP Movietone Newsreel Service, local & still, picture coverage. Live studios, number 2 b&w, 1 color, size of largest 50' x 55', number live cameras 7. Remote equipment: complete mobile facilities.

Film & ID: 1 16 mm color, 2 16 mm b&w film projectors; 2 automatic-changing b&w 2x2 slide projectors, accommodating 16 slides; 1 3¼ x 4 b&w combination slide projector & baloptican, 1 color automatic-changing 2x2 slide projector, Du Mont Type 5426-A. Film should be sent to Operations Department. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network, live, film, slides.

Rates: Class A one hour live $750 plus production charge. Minute spot live $150. ID rate $75.

New Orleans: WJMR-TV

Ch. 20 (operating experimentally on channel 12). Owned by Supreme Broadcasting Co. Inc. Address: 1500 Canal St. Phone EX 3131. Authorized eff. rad. pow.: visual 1,000 kw, aural 500 kw. Operating pow.: visual 400 kw, aural 200 kw. Antenna: 416' above ground, 421' above sea level. Networks: ABC-TV (prim.). Am station WJMR. Began operating November 15, 1953. Interconnected.

Representatives: National Weed Television Corp., Washington attorneys McKenna & Wilkinson, consulting engineer George A. Mayoral.

Stockholders: Chester F. Owens, president (91%); George A. Mayoral, vice president (5%), Flora S. Owens, vice president (2%); Robert E. Jeffers, secretary-treasurer (2%).

Executives:

Chester F. Owens, *president*
George A. Mayoral, *general manager & chief engineer*
John R. Porterfield, *station manager*
Paul Beville, *commercial manager*
Tom Abbott, *program director*
Roy Hall, *news director*
Charles Colomb, *farm director*
Ann Boudreaux, *women's director*
Buster Clesi, *sports director*

Services: News INS, UP. Live studios, number 3, size of largest 55' x 72', number live cameras 3.

Remote Equipment: number remote cameras 2 camera chain.

Film & ID: 3 Standard GE film projectors; Standard slide projectors. Film should be sent to Tom Layne. Film required 24 hrs. before telecast; slides 24 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $600, film $600. Minute spot live $90, film $90. ID rate $60.

New Orleans: WWL-TV

Ch. 4. Owned by Loyola University. Address: 1024 N. Rampart St. Zone 16. Phone: EXpress 4444. Authorized eff. rad. pow.: visual 100 kw. aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Antenna: 750' above ground, 750' above sea level. Networks: CBS-TV (prim.), Am station WWL.

Representatives: National The Katz Agency Inc., Washington attorneys Segal, Smith & Hennessey, consulting engineers J. D. Bloom.

Stockholders: Loyola University. Rev. Patrick Donnelly, S. J., president.

Executives:

Wm. H. Summerville, *general manager*
Harry Stone, *commercial manager*
Edward M. Hoerner, *program director*

STATIONS: LA.-MAINE

J. D. Bloom, *chief engineer*
Randall Gover, *news director*
George M. Shannon, *farm director*
Louis C. Boda, *sports director*

Services: News UP, AP. Live studios, number 1, size of largest 60' x 110', number live cameras 3.

Film & ID: 2 16 mm film projectors; 1 2x2 slide projector. Film should be sent to W. H. Somerville Jr. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs., film editing services, available.

Color Equipment: Network, film, slides.

Rates: Class AA one hour live $1,050, film $950. Minute spot live $240, film $225. ID rate $112.50.

Shreveport: KSLA-TV

Ch. 12. Owned by Shreveport Television Co. Address: Washington-Youree Hotel, Box 92. Phone: 3-6151. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow: visual 316 kw, aural 158 kw. Antenna: 1,195' above ground, 1,449' above sea level. Networks: CBS-TV (prim.), ABC-TV. Began operating January 1, 1954. Interconnected.

Representatives: National Paul H. Raymer Co. Inc., Washington attorneys Weaver & Glassie, consulting engineers Vandivere, Cohen & Wearn.

Stockholders: Estate of Don George (43%); Ben Beckman Jr. (25%); Henry E. Linam (25%); Carter Henderson (7%).

Executives:
Ben Beckman Jr., *general manager*
Winston B. Linam, *station manager*
Deane R. Flett, *national sales manager*
John C. Renshaw, *program director*
Morris C. Barton Jr., *chief engineer*
Don Owen, *news director*
Ted Carroll, *farm director*
Lois Holmes, *women's director*
Carol Vinson, *promotion manager*

Services: News AP, AP Regional, CBS Newsfilm, local newsfilm. Live studios, number 3, number live cameras 2. Remote equipment: complete RCA mobile unit, number remote cameras 2.

Film & ID: 2 16 mm film projectors; 1 2 x 2 telejector; 1 4 x 5 Du Mont opaque scanner. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $650, film $500. Minute spot live $120, film $100. ID rate $50.

Shreveport: KTBS-TV

Ch. 3. Owned by KTBS Inc. Address: 312 E. Kings highway. Phone: 7-3644. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow: visual 100 kw, aural 50 kw. Antenna: 1,153' above ground, 1,403' above sea level. Networks: NBC-TV (prim.), ABC-TV. Am station KTBS. Began operating September 3, 1955. Interconnected.

Representatives: National Edward Petry & Co. Inc., Washington attorneys Spearman & Roberson, consulting engineers A. D. Ring & Assoc.

Stockholders: George D. Wray Sr. (33⅓%); E. Newton Wray (33⅓%); George D. Wray Jr. (16⅔%); Charles W. Wray (16⅔%).

Executives:
E. Newton Wray, *president & general manager*
Patrick J. White, *station manager*
Joe B. Foster, *commercial manager*
Val Dimac, *program director*
Doug Duperrault, *promotion manager*
Claude Scott, *chief engineer*
Maurie Wayne, *news director*
Connie Hart, *women's director*
Lee Mars, *sports director*

Services: News AP, AP photo service. Live studios, number 3, size of largest 80' x 100', number live cameras 2. Remote equipment: available, number remote cameras available.

Film & ID: 2 film projectors; 4 x 5, 2 x 2 slide projectors. Film should be sent to Marvin Perry. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services; 16 mm film handled.

Color Equipment: network. live.

Rates: Class A one hour live $500, film $125. Minute spot live $500, film $125. ID rate $62.50.

MAINE

Bangor: WABI-TV

Ch. 5. Owned by Community Telecasting Service. Address: 57 State St. Phone: 6446. Authorized eff. rad. pow.: visual 30 kw, aural 17.9 kw. Operating pow: visual 30 kw, aural 17.9 kw. Antenna: 120' above ground, 920' above sea level. Networks: NBC-TV (prim.), ABC-TV. Am stations WABI, WABM, WAGM. Began operating January 1953. Interconnected.

Representatives: National George P. Hollingbery Co., regional Kettell-Carter Inc. (New England), Washington attorneys Loucks, Zias, Young & Jansky, consulting engineers George C. Davis.

Stockholders: Community Broadcasting Service (91%); Horace A. Hildreth, president (1%); John M. Kimball, vice president (1%); Carleton D. Brown, vice president (1%); Arnold L. Veague, secretary (1%); James F. White, treasurer (1%); Leon P. Gorman Jr., assistant treasurer (1%); William H. Rea, director (1%); Harold P. Meyer, director (1%); Walter L. Dickson, director (1%). Shares held by officers are beneficially owned by Community Broadcasting Service which is 60% owned by Mr. Hildreth, 35% owned by Oliver Broadcasting Corp., Portland, Me. & 6% by Kennebec Broadcasting Co., Waterville, Me.

Executives:
Horace A. Hildreth, *president*
Leon P. Gorman Jr., *executive vice president*
Walter L. Dickson, *vice president in charge of operations*
Richard B. Bronson, *resident station manager*
Robert C. McCausland, *commercial manager*
Leon H. Nelson, *program director*
Wallace Edwards, *chief engineer*
George Gonyer, *news director*
Penny Benoit, *women's director*
George Hale, *sports director*

Services: News UP. Live studios, number 1, size of largest 44' x 40', number live cameras 2. Remote equipment: microwave equipment, number remote cameras available.

Film & ID: 2 16 mm film projectors; 2 Gray 2 x 2 slide projectors, area requirement 27/30x1⅛. Film should be sent to Ralph Libby, Film Director. Film required 24 hrs. before telecast; slides 24 hrs., artwork 24 hrs. Film editing services; can process all slides & 16 mm film in plant.

Color Equipment: network.

Rates: Class A one hour live $325, film $325. Minute spot live $65, film $65. ID rate $35.

Bangor: W-TWO

Ch. 2. Owned by Murray Carpenter and Associates. Address: 7 Main St. Phone: 2-4822. Authorized eff. rad. pow.: visual 36.35 kw, aural 18.6 kw. Operating pow: visual 36.35 kw, aural 18.6 kw. Antenna: 99' above ground, 941' above sea level. Networks: CBS-TV (prim.). Began operating September 12, 1954. Interconnected.

Representatives: National Venard, Rintoul & McConnell, regional Louis J. Borgatti Inc. (New England), Washington attorneys Pierson, Ball & Dowd, consulting engineers Page, Creutz, Steel & Waldschmitt Inc.

Stockholders: Directly and beneficially owned by Murray and Marie Carpenter (100%).

Executives:
Murray Carpenter, *president & general manager*
Rudy Marcoux, *vice president & business manager*
James A. Robinson Jr., *program & farm director*
William Clark, *vice president in charge of operations*
Mike Collins, *news director*

Services: News UP. Live studios, number 2, number live cameras 2. Remote equipment: truck, microwave link and camera chain.

Film & ID: 2 16 mm film projectors; 1 turret type slide projector, 35 mm slides and 2x2 mounts. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $300, film $300. Minute spot live $60, film $60. ID rate $30.

Poland Spring: WMTW

Ch. 8. Owned by Mt. Washington Tv Inc. Address: Riccar Inn. Phone: 51. Authorized eff. rad. pow.: visual 105 kw, aural 52.5 kw. Antenna: 87' above ground, 6,375' above sea level. Networks: CBS-TV, ABC-TV. Began operating August 31, 1954.

Representatives: National Harrington, Righter & Parsons Inc., regional Kettell-Carter (New England), Washington attorneys Fly, Shuebruk, Blume & Gaguine.

Stockholders: Horace Hildreth (27.7%); John Guider, president (10%); Tyrone Corp. (27.7%)—controlled by WPOR Portland, Me., interlocking with WENS Pittsburgh and WABI-TV Bangor, Me., it also owns 6% of KEYD-TV Minneapolis; WTVL Waterville, Me. (6.6%); Peter Anderson (27.7%); others (3%).

Executives:
John H. Norton Jr., *vice president & general manager*
John T. Madigan, *program director*
Robert L. Maynard, *sales manager*
Parker Vincent, *chief engineer*
Claus Wiese, *production manager*
Brian Higgins, *film director*

Rates: Class A one hour $400. Minute spot $80. ID rate $40.

Portland: WCSH-TV

Ch. 6. Owned by Congress Square Hotel Co. (parent company), Maine Radio and Television Co. (licensee) Address: 157 High St. Zone 3. Phone: SPruce 2-0181. Authorized eff. rad. pow.: visual 100 kw, aural 70 kw. Operating pow: visual 100 kw, aural 70 kw. Antenna: 380′ above ground, 800′ above sea level. Networks: NBC-TV (prim.). Am station WCSH. Began operating December 20, 1953. Interconnected.

Representatives: National Weed Television Corp., Washington attorneys Segal, Smith & Hennessey, consulting engineers A. D. Ring & Assoc.

Stockholders: Mrs. Adeline B. Rines, president (99%) in trust.

Executives:

William H. Rines, *vice president & managing director*
Jack S. Atwood, *manager*
Bruce C. McGorrill, *commercial manager*
Burnell Poole Jr, *program director*
Charles R. Brown, *technical director*
Philip N. Johnson, *news director*
Linwood H. Brofee, *farm director*
Agnes F. Gibbs, *women's director*
Donald MacWilliams, *sports director*
William Kerkos, *film director*

Services: News UP, UP radio facsimile, UP Movietone, Maine Network News Service. Live studios, number 2, size of largest 30′x50′ approx., number live cameras 2 RCA image orthicon.

Film & ID: 2 RCA 16 mm TP-16F film projectors; 2 Spindler & Sauppe, 1 Gray Telejector slide projectors. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; Calumet tank & rack, negative only.

Color Equipment: network.

Rates: Class A one hour live $500, film $500. Minute spot live $100, film $100. ID rate $50.

Portland: WGAN-TV

Ch. 13. Owned by Guy Gannett Broadcasting Services. Address 390 Congress St. Phone: SP 2-4661. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Antenna: 314′ above ground, 783′ above sea level. Networks: CBS-TV (prim.). Am station WGAN. Began operating May 16, 1954.

Representatives: National Avery-Knodel, Inc., regional R. C. Foster (Boston) Washington attorneys Dow, Lohnes & Albertson, consulting engineers Lohnes & Culver.

Stockholders: Guy Gannett Publishing Co. (99%); Guy Gannett Estate (.2%); Anne M. Gannett Estate (.2%); Creighton E. Gatchell (.2%); Roger C. Williams (.2%); Lawrence H. Stubbs (.2%).

Executives:

Jean Gannett Williams, *president*
Creighton E. Gatchell, *vice president & general manager*
Richard E. Bates, *commercial manager*
Samuel G. Henderson, *manager*
William G. Wadman, *program manager*
Lloyd Knight, *production manager*
Roger W. Hodgkins, *chief engineer*
Nunzi Casavola, *news director*
George Hunter, *farm director*
Jane Lauten, *women's director*
Linn Wells, *sports director*

Services: News AP. Live studios, number 3, size of largest 30′ x 25′, number live cameras 2. Remote equipment: RCA, number remote cameras 1 RCA.

Film & ID: 2 16 mm Eastman film projectors; 2 35 mm Selectroslide slide projectors. Film should be sent to Samuel G. Henderson. Film required 48 hours before telecast; slides 24 hrs. Film editing services, Houston Fearless reversal processing.

Color Equipment: network.

Rates: Class AA one hour live $500, film $500. Minute spot live $100, film $100. ID rate $50.

Presque Isle: WAGM-TV

Ch. 8. Owned by Aroostook Broadcasting Corp. Address: 489 Main St. Phone: 9-2461. Authorized eff. rad. pow.: visual 60 kw, aural 30 kw. Operating pow: visual 60 kw, aural 30 kw. Antenna: 292′ above ground, 962′ above sea level. Networks: NBC-TV (prim.), ABC-TV, CBS-TV. Began operating October 1956. Interconnected.

Representatives: National George P. Hollingbery Co., regional Kettell-Carter (Boston), Washington attorneys Loucks, Zias, Young & Jansky, consulting engineers George C. Davis.

Stockholders: Horace Hildreth; Charles Hildreth; James White; Leon P. Gorman Jr.

W-TWO* is the ONLY television station in these United States which has more EARLY MORNING** audience than any radio station (or all of them!) and at lower cost-per-thousand.*******

Represented nationally by Venard, Rintoul & McConnell, Inc. Boston; Louis J. Borgatti, Inc.

***CBS Primary**
****7-9 a.m.**
*****that we know of.**
******Local advertisers already know this!**

W-TWO ★★★★★

CHANNEL 2 BANGOR, MAINE

STATIONS: ME.-MD.-MASS.

Executives:
Horace A. Hildreth, *president*
Leon P. Gorman Jr., *executive vice president*
Ted Coffin, *station manager*
Forest Craig, *sales manager*
John Richards, *chief engineer*
Richard Meyer, *news director*
Joan Guiou, *farm director*
Ann Stimpson, *women's director*
Dewey DeWitt, *sports director*
Walter Dickson, *vice president in charge of operations*

Services: News UP. Live studios, number 1, size of largest 20′ x 20′, number live cameras 2. Remote equipment: Raytheon, number remote cameras RCA field.

Film & ID: 16 mm film projectors; 2x2 slide projectors. Film should be sent to Donald Jordan. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services; Houston Fearless, sound or silent.

Color Equipment: network.

Rates: Class A one hour live $250, film $250. Minute spot live $40, film $40. ID rate $20.

MARYLAND

Baltimore: WJZ-TV

Ch. 13. Formerly WAAM. Owned by Westinghouse Broadcasting Co. Inc. Address: Television Hill. Zone 11. Phone: MOhawk 4-7600. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow: visual 316 kw, aural 158 kw. Antenna: 530′ above ground, 864′ above sea level. Networks: ABC-TV (prim.). Began operating November 2, 1948. Interconnected.

Representatives National Blair-Tv, attorney John Steen (New York).

Stockholders: Westinghouse Broadcasting Co. Inc., subsidiary of Westinghouse Electric Corp. Earl Higgins, chairman.

Executives:
Donald H. McGannon, *president*
Larry H. Israel, *general manager*
Joseph P. Dougherty, *sales manager*
A. H. "Chris" Christensen, *advertising & sales promotion manager*
Joel Chaseman, *program director*
Tommy Dukehart, *publicity & public relations manager*
Benjamin Wolfe, *director of engineering*
Keith McBee, *news director*

Services: Live studios, number 2, size of largest 66′ x 100′, number live cameras 4. Remote equipment: full facilities with large remote truck, number remote cameras available.

Film & ID: 2 TP 16 16 mm, 2 TP 6 16 mm film projectors; 2 35 mm slide projectors, 3 x 4. Film should be sent to Program Department. Film required 72 hrs. before telecast; slides 72 hours., artwork 72 hrs. Film editing services.

Rates: Class A one hour live $1,100, film $1,100. Minute spot live $225, film $225. ID rate $112.50.

Baltimore: WBAL-TV

Ch. 11. Owned by The Hearst Corp. Address: 2610 N. Charles St. Zone 18. Phone: HOpkins 7-300. Authorized eff. rad. pow.: Visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Antenna: 458′ above ground, 863′ above sea level. Networks: NBC-TV (prim.). Am station WBAL. Began operating March 11, 1948.

Representatives: National Edward Petry & Co. Inc., Washington attorneys Dempsey & Koplovitz, consulting engineers A. Earl Cullum Jr.

Stockholders: The Hearst Corp. (100%).

Executives:
Charles B. McCabe, *vice president & executive director*
D. L. Provost, *vice president & general manager*
Leslie H. Peard Jr., *vice president & station manager*
John T. Wilner, *vice president engineering*
Willis K. Freiert, *assistant station manager & sales manager*
Freeman W. Cardall, *business manager*
Jim Kovach, *program director*
William C. Bareham, *chief engineer*
John F. Lewis, *news director*
Conway Robinson, *farm director*
Mollie Martin, *women's director*
Joe Croghan, *sports director*
Roy Meachum, *publicity & promotion manager*
Arnold Wilkes, *director of public affairs & education*

Services: News INS, AP, UP, Telenews. Live studios, number 2, size of largest 84′ x 45′, number live cameras 7 b&w, 2 color.

Remote equipment: 2 remote units, number remote cameras 5.

Film & ID: 3 16 m film projectors; 2 slide chains, 2x2 standard slide projectors. Film should be sent to Film Editor. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services; Bridgamatic-reversal.

Color Equipment: network, live, film, slides.

Rates: Class A one hour $1,500. Minute spot $350, ID rate $175.

Baltimore: WMAR-TV

Ch. 2. Owned by The A. S. Abell Co. Address: Charles and Redwood Sts. Zone 3. Phone: MU 5-5670. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow: visual 100 kw, aural 50 kw. Antenna: 591′ above ground, 624′ above sea level. Networks: CBS-TV (prim.). Began operating October 27, 1947. Interconnected.

Representatives: National The Katz Agency Inc., Washington attorneys Hogan & Hartson.

Stockholders: Same as Baltimore Sunpapers. Gary Black, chairman of board; William F. Schmick, president; William F. Schmick Jr., executive vice president; Ewell K. Jett, vice president & tv director; George T. Bertsch, secretary.

Executives:
William F. Schmick Sr., *president*
William F. Schmick Jr., *executive vice president*
E. K. Jett, *vice president & tv director*
E. A. Lang, *commercial manager*
Robert B. Cochrane, *program director*
Carlton G. Nopper, *chief engineer*
David V. R. Stickle, *news director*
Edwin B. Mick, *production manager*
Thomas J. Severin, *public service director*
Alexander J. Dietrich, *promotion coordinator*

Services: News, AP, CBS Newsfilm. Live studios, number 2, size of largest 32′ x 60′, number live cameras 3. Remote equipment: 2 mobile units, 1 equipped for 5 camera chains, 1 with 3 camera chains, number remote cameras 7.

Film & ID: 3 16 mm film projectors; 3 35 mm slide projectors, safety area 15/16x11/16. Film should be sent to D. V. Stickle. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services, complete 16 mm lab. all b&w 16 mm film processing, 2 Houston processors.

Color Equipment: network, film, slides.

Rates: Class A one hour live $1,500, film $1,500. Minute spot live $350, film $350. ID rate $175.

Salisbury: WBOC-TV

Ch. 16. Owned by The Peninsula Broadcasting Co. Address: Radio Television Park. Phone: 6131. Authorized eff. rad. pow.: visual 151 kw, aural 83.2 kw. Operating pow.: visual 15.1 kw, aural 8.6 kw. Networks: ABC-TV CBS-TV. Am station WBOC. Began operating July 15, 1954. Antenna: 647′ above ground, 687′ above sea level.

Representatives: National Headley-Reed Co., Washington attorneys Dow, Lohnes & Albertson, consulting engineers A. D. Ring & Assoc.

Stockholders: John W. Downing, president (16%); W. Lee Allen, vice president (9%); Charles J. Truitt, vice president (3%); I. L. Benjamin, treasurer (11%); T. Edward Webb, assistant treasurer (3%); Clinton E. Quillin (3%); J. Jerome Frampton (3%); Virginia Phillips Ward (5.9%); and others.

Executives:
John W. Downing, *president*
Charles J. Truitt, *general manager & commercial manager*
John W. Dowinng Jr., *program director*
Jack W. Ward, *chief engineer*

Services: News AP. Studios, number 1, size of largest 39′ x 58′, number live cameras 2 RCA camera chains.

Film & ID: 2 RCA film cameras; 2 RCA film projectors; 1 RCA slide projector; 1 Gray Telop opaque projector; (4x5 Telop, 2x2 slide—full and share screen); 1 TSC rear screen projector.

Rates: Class A one hour live $200, film $200. Minute spot live $37.50, film $37.50. ID rate $20.

MASSACHUSETTS

Adams:

Ch. 19. Satellite of W-TEN Albany, N. Y.

Boston: WBZ-TV

Ch. 4. Owned by Westinghouse Broadcasting Co., Inc. Address: 1170 Soldiers Field Rd. Zone 34. Phone: ALgonquin 4-5670. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 95 kw, aural 50 kw. Networks: NBC-TV (prim.). Am stations WBZ Boston, WBZA Springfield. Began operating June 9, 1948. Interconnected. Antenna: 1,194′ above ground, 1,349′ above sea level.

Representatives: National Peters, Griffin, Woodward, Inc., New York attorney John W. Steen, consulting engineers Ralph Harmon.

Stockholders: Westinghouse Electric Corp. (100%).

Executives:
Donald H. McGannon, *president*
W. C. Swartley, *vice president*
F. A. Tooke, *general manager*
Herbert B. Cahan, *program manager*
J. E. Allen, *sales manager*
W. H. Hauser, *assistant manager & chief engineer*
Francis Whitmarsh, *news director*
Malcolm McCormack, *farm director*
D. H. Edgeman, *advertising & sales promotion manager*
Robert G. Duffield, *film buyer & traffic manager*

Services: News UP Movietone News, UP Facsimile, AP News Wire Service. Live studios, number 3, size of largest 40′ x 45′ x 23′, number live cameras 8. Remote equipment: 1 RCA mobile unit, number remote cameras 3.

Film & ID: 2 RCA 16 mm, 2 strip film projectors; 2 2x2 slide projectors, standard 2x2 slides. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network, film, slides.

Rates: Class AA one hour live $2,400 plus program & production costs, film $2,400. Class A minute spot live (on request), film $440. Class AA ID rate $295.

Boston: WHDH-TV

Ch. 5. Owned by WHDH Inc. Address: 6 St. James Ave. Zone 16. Phone: HAncock 6-5500. Authorized eff. rad. pow.: visual 64.6 kw, aural 15.1 kw. Operating pow.: visual 6.34 kw, aural 3.17 kw. Antenna: 1,249′ above ground, 1,349′ above sea level. Networks: ABC-TV (prim.), NBC-TV, CBS-TV. Am & fm stations WHDH. Began operating Nov. 26, 1957.

Representatives: National Blair-Tv, Washington attorneys Dempsey & Koplovitz, consulting engineers A. Earl Cullum Jr. & Harry Ockershaussen.

Stockholders: Subsidiary of *Boston Herald-Traveler:* Robert B. Choate, president; Roger P. Talmadge, treasurer.

Executives:
Robert B. Choate, *president*
William B. McGrath, *vice president & managing director*
Alexander M. Tanger, *vice president in charge of sales*
Leslie G. Arries Jr., *director of television*
David Abbott, *national commercial manager*
John M. Day Jr., *program director*
Philip K. Baldwin, *chief engineer*
Joseph Levine, *news director & film buyer*
Joe Kelly, *farm director*
Curt Gowdy, *sports director*

Services: News CBS Newsfilm, AP.

Film & ID: 2 16 mm film projectors; 1 RCA 2x2 slide projector, mask opening 29/32x1 11/32, transmitted area 27/32x1⅛, safety field 23/32x15/16 centered. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network, live, film, slides.

Rates: Class A one hour $2,500. Minute spot $500. ID rate $250.

Boston: WNAC-TV

Ch. 7. Owned by RKO Teleradio Pictures, Inc. Address: 21 Brookline Ave. Zone 15. Phone: COmmonwealth 6-0800. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Antenna: 428′ above ground, 600′ above sea level. Networks: CBS-TV (prim.). Am station WNAC. Began operating June 21, 1948. Interconnected.

Representatives: National H-R Television, Inc., Washington attorneys Pierson, Ball & Dowd.

Stockholders: RKO Teleradio Pictures, Inc. (100%).

Executives:
Norman Knight, *president*
George Steffy, *executive vice president*
Tom Bateson, *vice president*
Proctor Jones, *national sales manager*
Phyllis Doherty, *publicity director*
George Hallberg, *sales promotion director*
Harry Whittemore, *technical director*

Services: News UP Movietone, Telenews. Live studios, number 2, size of largest 25′ x 35′, number live cameras 2. Remote equipment: 1 mobile unit, number remote cameras 3.

Film & ID: 2 35 mm, 2 16 mm film projectors; 3¼x4 Balop projector, working area 1⅞x2⅜; 35 mm slide projectors (by special arrangement only), 2x2 tape or metal mounted (tape preferred), safe viewing area standard 35 mm dimensions. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 6 days.

Color Equipment: network.

Rates: Class AAA one hour live $3,000, film $3,000. Minute spot live $660, film $660. 20 sec. ID rate $580.

Boston: WMUR-TV

(See Manchester, N. H.)

Greenfield: WRLP

Ch. 32. Satellite of WWLP Springfield, Mass.

Springfield: WHYN-TV

Ch. 40. Owned by Hampden Hampshire Corp. Address: 1300 Liberty St. Phone: REpublic 4-1126. Authorized eff. rad. pow.: visual 250 kw, aural 125 kw. Operating pow.: visual 250 kw, aural 125 kw. Antenna: 460′ above ground, 1,329′ above sea level. Networks: CBS-TV (prim.). Am station WHYN. Began operating March 8, 1953. Interconnected.

Representatives: National The Branham Co., regional Harry Wheeler & Co. (New England), Washington attorneys Bingham, Collins, Porter & Kistler, consulting engineers Kear & Kennedy.

Stockholders: Republican Television Corp. (50%); William Dwight, president (6.54%); Charles N. DeRose, vice president (8.375%); Arthur Ryan, assistant treasurer (.084%); Harriet W. and Charles N. DeRose (8.29%); Valley Photo Engraving (16.67%); Minnie Dwight (10.04%).

Executives:
William Dwight, *president*
Charles N. DeRose, *general manager*
Patrick J. Montague, *commercial manager*
Murray Tesser, *program director*
Harold Schumacher, *chief engineer*
Noah La Mountain, *news director*

Services: News UP. Live studios, number 1, size of largest 30′ x 40′, number live cameras 3.

STATIONS: MASSACHUSETTS

Film & ID: 2 16 mm film projectors; 2x2 slide projectors, critical 22/32x⅞; 3x4 slide projector, 3x2 safety area, 2⅜x1⅞ critical. Film should be sent to Gerald A. Loughman. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs.

Rates: Class A one hour live $600. Minute spot live $140. ID rate $60.

Springfield: WWLP

Ch. 22. Owned by Springfield Television Broadcasting Corp. Address: Box 2210. Zone 1. Phone: STate 8-0971. Authorized eff. rad. pow.: visual 214 kw, aural 107 kw. Operating pow.: visual 12 kw, aural 6 kw. Antenna: 369′ above ground, 1,009′ above sea level. Networks: NBC-TV, ABC-TV (prim.). Began operating March 17, 1953. Interconnected.

Representatives: National George P. Hollingbery Co., regional Kettell-Carter, Inc. (Boston), Washington attorneys McKenna & Wilkinson, consulting engineers George R. Townsend.

Stockholders: Roger L. Putnam, chairman (21%); William L. Putnam, president (6.1%); Raymond T. King, clerk (.3%); George R. Townsend, vice president (1.1%); directors: Charles L. Furcolo; Joseph J. Deliso (4.1%); George Vadnais (19.2%); John Oakley (1.8%); James Y. Scott (4.5%); also: WSPR, Inc. (12.1%); James Fitzgerald (7.5%); Conrad Fafard (7.5%); 42 others, none owning over 2% each.

Executives:
Roger L. Putnam, *chairman of the board*
William L. Putnam, *president & general manager*
George R. Townsend, *vice president for development*
Howard S. Keefe, *station manager*
James H. Ferguson Jr., *general sales manager*
Edmund J. Hughes, *sales manager*
Jerry Barnes, *program manager*
Donald C. Shaw, *chief engineer*
Edward M. Kennedy, *news director*
Wallace Sawyer, *film director*
Kathryn F. Broman, *women's director*
Roland Jacobs, *sports director*

Services: News UP. Live studios, number 1, size of largest 36′ x 38′, number live cameras 2. Remote equipment: complete motorized mobile unit, number remote cameras 2.

Film & ID: 2 16 mm motion picture projectors; 2 35 mm slide projectors, copy area 1x¾. Film should be sent to Wallace Sawyer, Film Director. Film required 48 hrs. before telecast; slides 96 hrs., artwork 120 hrs. Film editing services; 16 mm reversal film handled.

Color Equipment: network, local test pattern, slides.

Rates: Class A one hour live $550, film $550. Minute spot live $130, film $130. ID rate $55.

MICHIGAN

Bay City-Saginaw: WNEM-TV

Ch. 5. Owned by Gerity Broadcasting Co. Address: Bishop Airport, Flint. Phone: CEdar 5-3555. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Antenna: 1,056' above ground, 1,632' above sea level. Networks: NBC-TV (prim.), ABC-TV. Am stations WPON Pontiac, WABJ Adrian. Began operating February 16, 1954. Interconnected.

Representatives: National Edward Petry & Co. Inc., Washington attorneys Berge, Fox & Arent, consulting engineers A. Earl Cullum Jr.

Stockholder: James Gerity Jr. (100%).

Executives:

James Gerity Jr., *president & general manager*
Harry E. Travis, *vice president & assistant general manager in charge of sales*
Thomas Matthews, *director of operations*
Robert Beurket, *chief engineer*
Frank Benesh, *news director*
Lee Murray, *women's director*
Virgil O'Dell, *sports director*
M. C. Mills, *promotion director*

Services: News AP, AP Fax. Live studios, number 1, size of largest 22' x 45', number live cameras 2.

Film & ID: 2 16 mm film projectors; Gray Dual Disk 2x2 slide projectors. Film should be sent to Tom Matthews. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; Hills Processing machine 16 HT Filmatic reversal, handles Du Pont 16 mm reversal 930A and 931A.

Color Equipment: network, film, slides.

Rates: Class A one hour $680. Minute spot $135. ID rate $67.50.

Cadillac: WWTV

Ch. 13. Owned by Sparton Broadcasting Co. Address: 417 N. Mitchell St. Phone: PRospect 5-3478. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Antenna: 1,282' above ground, 2,986' above sea level. Networks: CBS-TV (prim.), ABC-TV. Began operating January 1, 1954. Interconnected.

Representatives: National George P. Hollingbery Co., Washington attorney Robert F. Jones.

Stockholders: Wholly-owned subsidiary of the Sparton Corp., Jackson, Mich.

Executives:

John J. Smith, president of Sparton Corp., *president*
Gene Ellerman, *vice president & general manager*
Daryl Sebastian, *assistant general manager*
Paul A. Hill, *program director*
George A. Wilson, *chief engineer*
Dwayne X. Riley, *news director*
Cynthia Harlan, *women's director*
Fritz Van Duyse, *sports director*

Services: News AP, AP Photofax. Live studios, number 1, size of largest 28' x 40', number live cameras 2.

Film & ID: 2 16 mm film projectors; 2 2x2 slide projectors. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services; custom processing unit, b&w only handled.

Color Equipment: network.

Rates: Class A one hour live on request, film $350. Minute spot live on request, film $90. ID rate $45.

Detroit: CKLW-TV

Ch. 9. Owned by Western Ontario Broadcasting Co. Ltd. Address: Essex Broadcasters Inc. 3300 Guardian Bldg. Zone 26. Phone: WOodward 1-7200. Authorized eff. rad. pow.: visual 325 kw, aural 180 kw. Antenna: 626' above ground, 1,226' above sea level. Networks: CBC (prim.), Am station CKLW. Began operating September 14, 1954.

Representatives: National Young Television Corp. (U.S.), regional All-Canada Television, Washington attorneys Samuel Rogers Q.C.

Stockholders: CKLW-TV officers: J. E. Campeau, president; W. H. Gatfield, treasurer. RKO Distributing Corp. of Canada owns ⅓ of stock; for other interests see WOR-TV New York.

Executives:

J. E. Campeau, *president & general manager*
S. C. Ritchie, *director of operations*
E. W. Wardell, *commercial manager-radio*
C. E. Gunn, *local tv sales manager*
Norman Hawkins, *national tv sales manager*
Stewart Clark, *chief engineer*
Austin Grant, *news director*
Arthur MacColl, *film director*
Myrtle Labbitt, *women's director*
Mary Morgan, *special features editor*
Arthur Gloster, *publicity & advertising director*

Services: News INS, UP. Live studios, number 2, size of largest 40' x 60', number live cameras 4.

Film & ID: 2 16 mm film projectors; slide projectors, 2x2 slides, 4x5 opaques. Film should be sent to Arthur MacColl. Film required 48 hrs. before telecast; slides 48 hrs. artwork 72 hrs. Film editing services; Houston Fearless, reversal.

Rates: Class A one hour live $1,200, film $1,200. Minute spot live $240, film $240. ID rate $95.

Detroit: WJBK-TV

Ch. 2. Owned by Storer Broadcasting Co. Address: 7441 Second Blvd. Zone 2. Phone: TRinity 3-7400. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Antenna: 1,057' above ground, 1,730' above sea level. Networks: CBS-TV (prim.). Am station WJBK. Began operating October 24, 1948. Interconnected.

Representatives: National The Katz Agency Inc., consulting engineer A. Earl Cullum Jr.

Stockholders: Storer Broadcasting Co. (100%).

Executives:

George B. Storer, *president*
Bill Michaels, *vice president & managing director*
Keith T. McKenney, *local sales manager*
Ralph R. Rust, *program director*
Joseph B. Haigh, *chief engineer*
Charles W. Bergeson, *news director*
Bob Edell, *promotion-merchandising manager*
George Cushing, *community projects director*
Robert S. Buchanan, *national sales manager, New York City*

Services: News AP, INS, CBS Film, local film. Live studios, number 2, size of largest 76' x 50', number live cameras 5. Remote equipment: 1 mobile unit, number remote cameras 4.

Film & ID: 2 16 mm film projectors; 2x2 slide projectors. Film should be sent to Att. Service Co-Ordinator. Film required 48 hrs. before telecast; slides 48 hrs., artwork 96 hrs. Film editing services.

Color Equipment: studio, slide, film.

Rates: Class AA one hour live $2,600 plus production & talent, film $2,600. 20 sec. spot live $650 plus production, film $650. ID rate $325.

Detroit: WWJ-TV

Ch. 4. Owned by The Evening News Assn Address: 622 W. Lafayette. Zone 31. Phone WOodward 2-2000. Operating pow.: visual 100 kw, aural 50.1 kw. Antenna: 1,064' above ground, 1,749' above sea level. Networks: NBC-TV (prim.). Am station WWJ. Began operating March 4, 1947. Interconnected.

Representatives: National Peters, Griffin, Woodward, Inc., Washington attorneys Pierson, Ball & Dowd, consulting engineers Page, Creutz, Steel & Waldschmitt.

Stockholders: The Evening News Assn., publisher of The Detroit News (100%).

Executives:

Warren S. Booth, *president, The Detroit News*
Edwin K. Wheeler, *general manager*
Don De Groot, *assistant general manager*
James Schiavone, *station manager*
Henry C. Rogers, *business manager*
James Schiavone, *operations manager*
Ian K. Harrower, *program & production manager*
Edgar J. Love, *general engineering manager*
James Clark, *news editor*
John Merrifield, *farm editor*
Ray C. Colie, *national sales manager*
John A. Wales, *local sales manager*
Glenn Kyker, *sales promotion manager*

Services: News AP, UP Photofax, Western Union Sports Service, U. S. Weather Bureau Wire Service. Live studios, number 3, size of largest 4,640 sq. ft., number live cameras 12. Remote equipment: custom truck, self contained unit, number remote cameras 5.

Film & ID: 4 (2 color) 16 mm film projectors; 3 slide projectors, 2x2 slides, copy area 5⅝x1. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network, film, slides.

Rates: Class A one hour live $2,400, film $2,400. Minute spot live $600, film $600. ID rate $300.

Detroit: WXYZ-TV

Ch. 7. Owned by WXYZ Inc., subsidiary of American Broadcasting Co. Address: 1700 Mutual Bldg. Zone 26. Phone: WOodward 3-8321. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow: visual 316 kw, aural 158 kw. Antenna: 468' above ground, 1,097' above sea level. Networks: ABC-TV (prim.). Am & fm stations WXYZ. Began operating October 9, 1948.

Representatives: National Blair-Tv, Wash-

ington attorneys McKenna & Wilkinson, consulting engineers Kear & Kennedy.

Stockholders: American Broadcasting-Paramount Theatres Inc. (100%).

Executives:

James G. Riddell, *president & general manager*
John Pival, *tv vice president*
Ralph Dawson, *sales manager*
Harold S. Christian, *vice president merchandising & research*
John Lee, *studio manager*
Charles Kocher, *chief engineer*
Dick Femmel, *news director*
Don Wattrick, *sports director*

Services: News AP, INS. Live studios, number 4, size of largest 44' x 50', number live cameras 11. Remote equipment: 1 truck, number remote cameras 3.

Film & ID: 3 16 mm, 1 35 mm film projectors; 2 drum-type slide projectors, 36 slide capacity each, copy area on 2x2 slides ⅝x⅞ max. centered. Film should be sent to Ken Sims or Bess Ashton for commercial spots. Film required 48 hrs. before telecast; slides 48 hrs., artwork 24 hrs. Film editing services.

Rates: Class AA one hour live $2,200. Minute spot live $550. ID rate $220.

Grand Rapids: WOOD-TV

Ch. 8. Owned by WOOD Broadcasting Inc. Address: 120 College Ave. S.E. Zone 3. Phone: GLendale 9-4125. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow: visual 316 kw, aural 158 kw. Antenna: 925' above ground, 1,810' above sea level. Networks: NBC-TV (prim.), ABC-TV. Am station WOOD. Began operating August 15, 1949. Interconnected.

Representatives: National The Katz Agency Inc., Washington attorneys Pierson, Ball & Dowd, consulting engineers Jansky & Bailey.

Stockholders: TLF Broadcasters Inc., a subsidiary of Time Inc. (100%).

Executives:

Willard Schroeder, *president & general manager*
Arthur M. Swift, *general sales manager*
Michael O. Lareau, *radio sales manager*
Clark Grant, *promotion manager*
Frank Sisson, *program director*
John H. Clay, *sales service manager*
Leonard Bridge, *controller*
Charles Robison, *chief engineer*
Dick Cheverton, *news director*
Al Ackerman, *sports director*
Carol Duvall, *women's director*

Services: News AP wire service, Unifax. Live studios, number 2, size of largest 60' x 40', number live cameras 8.

Film & ID: 3 16 mm film projectors; 2 automatic Gray telejectors for 2x2 double 35 mm slide mounted, safety field ¾x1; Gray telop for 4x5 opaques, safety field 2½x3¼ centered. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services; complete processing facilities for all 16 mm film.

Color Equipment: network.

Rates: Class A one hour live $1,175, film $1,050. Minute spot live $250 plus talent, film $250. ID rate $125.

Kalamazoo: WKZO-TV

Ch. 3. Owned by Fetzer Broadcasting Co. Address: 124 W. Michigan Ave. Phone: FI 5-2101. Operating pow.: visual 100 kw, aural 50 kw. Antenna: 952' above ground, 1,952' above sea level. Networks: CBS-TV (prim.), ABC-TV. Am station WKZO. Began operating June 1, 1950. Interconnected.

Representatives: National Avery-Knodel Inc., Washington attorneys Dow, Lohnes & Albertson, consulting engineers Paul Godley Co.

Stockholders: John E. Fetzer, president & treasurer (52%); Rhea Y. Fetzer, vice president (48%).

Executives:

John E. Fetzer, *president*
Carl E. Lee, *vice president & managing director*
Donald DeSmit, *sales manager*
Charles T. Lynch, *program director*
Arthur E. Covell, *chief engineer*
Len Colby, *news director & sports director*
Carl Collin, *farm director*
Louise Carver, *women's director*

Services: News AP. Live studios, number 1, number live cameras 2.

Film & ID: 2 16 mm RCA film projectors; 2 telejectors, 2x2 outside dimension, scanned area appr. ⅞x1¼, pertinent subject material ¾x1 area and background just slightly beyond the scanned area. Film should be sent to Operations Desk—Donald DeSmit. Film required 48 hrs. before telecast. Film editing services.

Color Equipment: network.

Rates: Class AA one hour live on request, film $1,300. Minute spot live on request, film $270. ID rate $135.

Lansing: WJIM-TV

Ch. 6. Owned by Gross Telecasting Inc. Address: 2820 E. Saginaw St. Zone 4. Phone: IVanhoe 2-1333. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Antenna: 1,023' above ground, 1,923' above sea level. Networks: ABC-TV, CBS-TV, NBC-TV. Am station WJIM. Began operating May 1, 1950.

Representatives: National Peters, Griffin, Woodward, Inc., Washington attorneys Fly, Shuebruk, Blume & Gaguine.

Stockholders: Harold F. Gross, president & treasurer (38.85%); Charlotte Gross, secretary (10.6%); Howard Finch, vice president (1.2%); Harold F. & Charlotte I. Gross are trustees of voting trust which controls 51.15% of stock.

Executives:

Harold F. Gross, *president*
Howard K. Finch, *vice president, program & production*
Gar Meadowcrof, *general sales manager*
Keith R. Oliver, *sales manager*
George F. Hancin, *promotion director*
Phil Sherck, *film director*
Carl Musson, *technical operations director*

Color Equipment: network.

Rates: Class AA one hour $1,000. Minute spot $200. ID rate $100.

Marquette: WDMJ-TV

Ch. 6. Owned by Lake Superior Broadcasting Co. Address: 249 Washington St. Phone: CAnal 6-3524. Authorized eff. rad. pow.: visual 100 kw, aural 60.3 kw. Antenna: 367' above ground, 2,242' above sea level. Networks: CBS-TV (prim.). Am station WDMJ. Began operating March 20, 1956.

Representatives: National Weed Television Corp., regional Harry S. Hyett Co. (midwest), Washington attorneys Hogan & Hartson, consulting engineer George C. Davis.

Stockholders: Subsidiary of Marquette Mining Journal—Frank J. Russell, publisher.

Executives:

Frank J. Russell Jr., *president*
W. H. Treloar, *vice president & general manager*
Robert J. Luke, *station & sales manager*
Wallace C. Johnson, *comptroller*
Ted Hansen, *office manager & program director*
Paul Anick, *chief engineer*

Rates: Class A one hour $200. Minute spot $40. 10 sec. $20.

Saginaw: WKNX-TV

Ch. 57. Owned by Lake Huron Broadcasting Corp. Address: 221 S. Washington Ave. Phone: PLeasant 3-4471. Authorized eff. rad. pow.: visual 207 kw, aural 104 kw. Operating pow: visual 207 kw, aural 104 kw. Antenna: 459' above ground, 1,061' above sea level. Networks: CBS-TV (prim.), ABC-TV. Am station WKNX. Began operating April 5, 1953. Interconnected.

Representatives: National Gill-Perna Inc., Washington attorneys McKenna & Wilkinson, consulting engineers Jansky & Bailey.

Stockholders: William J. Edwards, president (33⅓%); Alvin M. Bentley, member of Congress, vice president (33⅓%); Howard H. Wolfe, secretary-treasurer (33⅓%).

Executives:

William J. Edwards, *president & general manager*
Robert M. Chandler, *commercial manager*
Robert A. Oliver, *program director*
Max W. Thomas, *chief engineer*
Don Potter, *news director*
Carol Kennedy, *women's director*
Dick Davis, *sports director*
Howard H. Wolfe, *station manager*
Don Kremer, *special events*
Otto Allen, *film editor*

Services: News UP, INS news photos. Live studios, number 2, size of largest 35' x 22' x 15', number live cameras 2. Remote equipment: available, number remote cameras 1.

Film & ID: 2 RCA 16 mm film projectors; 2 2x2 slide projectors. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services; negative and positive 16 mm film processed.

Color Equipment: network.

Rates: Class A one hour live $375 plus live camera costs. Minute spot live $75 plus live camera costs. ID rate $37.50 plus live camera costs.

Traverse City: WPBN-TV

Ch. 7. Owned by Midwestern Broadcasting Co. Address: Paul Bunyan Bldg. Phone: WIndsor 7-7675. Authorized eff. rad. pow.: visual 53.7 kw, aural 32.4 kw. Operating pow: visual 53.7 kw, aural 32.4 kw. Antenna: 462' above ground, 1,538' above sea level. Networks: NBC-TV (prim.). Am station WTCM Traverse City, WATT Cadillac, WATZ Alpena, WMBN Petoskey, WATC Gaylord. Began operating September 1954. Interconnected.

Representatives: National Hal Holman Co., Washington attorneys Dow, Lohnes & Albertson, consulting engineer George C. Davis.

Stockholders: Les Biederman (30%); Edward Biederman (22.5%); Drew McClay (15%); William Kiker (16.25%); Fred Zierle (16.25%).

Executives:
Les Biederman, *president & general manager*
John Anderson, *station manager & program director*
Robert Detwiler, *commercial manager*
William Kiker, *vice president & chief engineer*
John Williams, *news director & special events director*
Dan Creighton, *sports director*
Paul Sherman, *art & promotion director*

Services: News AP. Live studios, number 1, size of largest 30′ x 40′, number live cameras 2 RCA Image Orthicon.

Film & ID: 2 16 mm film projectors; 2x2 slides slide projectors. Film should be sent to John Anderson. Film required 48 hrs. before telecast; slides 36 hrs., artwork 72 hrs. Film editing services; any 16 mm film handled.

Rates: Class A one hour live $144 plus camera charge, film $144. Minute spot live $26.50, film $26.50. ID rate $14.50.

MINNESOTA

Austin: KMMT

Ch. 6. Owned by Minnesota-Iowa Television Co. Address: Highway 105 S. Phone: HEmlock 3-8836. Authorized eff. rad. pow.: visual 14.8 kw, aural 7.41 kw. Operating pow.: visual 14.8 kw, aural 7.41 kw. Antenna: 542′ above ground, 1,767′ above sea level. Networks: ABC-TV (prim.). Am station KAUS. Began operating July 27, 1953.

Representatives: National Avery-Knodel Inc., Washington attorneys Robert & McInnis, consulting engineers Robert M. Silliman.

Stockholders: Chester A. Weseman, president (20%); Albert W. Smith, vice president (20%); George Wilson estate (20%); Harold O. Westby, vice president (20%); Martin Bustad, secretary (20%). KWWL-TV Waterloo, Iowa holds option to purchase KMMT and KAUS.

Executives:
Chester A. Weseman, *president*
Don E. Inman, *general manager*
Don Jones, *sales manager*
Leo Chenier, *technical director*

Rates: Class A one hour live $200, film $200. Minute spot live $30, film $30. ID rate $18.

Duluth: KDAL-TV

Ch. 3. Owned by Red River Broadcasting Co. Inc. Address: 218 Bradley Bldg. Phone: RA 2-4466. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow: visual 100 kw, aural 50 kw. Antenna: 813′ above ground, 2,046′ above sea level. Networks: CBS-TV (prim.), ABC-TV. Am station KDAL. Began operating March 14, 1954. Interconnected.

Representatives: National Avery-Knodel Inc., regional Harry S. Hyett Co. (Minneapolis), Washington attorneys Segal, Smith & Hennessey, consulting engineers Robert M. Silliman.

Stockholders: Dalton LeMasurier estate (70%); Odin S. Ramsland, vice president (10%); Robert Dettman, vice president (10%); Charles LeMasurier (10%).

Executives:
Dorothy LeMasurier, *president*
Odin S. Ramsland, *vice president & general manager*
John Grandy, *sales manager*
Earl Henton, *program director*
Robert A. Dettman, *chief engineer*
Dick Anthony, *news director*
Mark Thompson, *farm director*
Marion Key, *women's director*
Don Dahl, *sports director*

Services: News AP. Live studios, number 1, size of largest 40′ x 40′, number live cameras 3.

Film & ID: 1 film projector; 1 slide projector. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services; Houston developer.

Color Equipment: network.

Rates: Class A one hour film $450. Minute spot live $111.25, film $101.25. ID rate $45.

Duluth-Superior: WDSM-TV

Ch. 6. Owned by Northwest Publications Inc. Address: 230 E. Superior St., Duluth; 921 Tower Ave, Superior, Wis. Phone: RAndolph 7-6875 Duluth; EXport 4-9238 Superior. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Antenna: 584′ above ground, 1,828′ above sea level. Networks: NBC-TV, ABC-TV. Am station WDSM. Began operating February 23, 1954.

Representatives: National Peters, Griffin, Woodward Inc. Washington attorneys Fly, Shuebruk, Blume & Gaguine.

Stockholders: Northwest Publications Inc. —owned by Ridder Publications—(100%).

Executives:
C. D. Tully, *general manager*
Carlo Anneke, *general sales manager*
Martin Olson, *sales & merchandising coordinator*
Edwin M Conrad, *program director*
Lew Martin, *production manager*
Bob Ball, *news director*
Jim Payton, *sports director*
George Carlson, *chief engineer*

Rates: Class AA one hour $400. Minute spot $80. ID rate $40.

Minneapolis-St. Paul: KMGM-TV

Ch. 9. Owned by United Television Inc. Address: Foshay Tower. Zone 2. Minneapolis. Phone: FEderal 9-8811. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow: visual 45.3 kw, aural 22.6 kw. Antenna: 601′ above ground, 1,326′ above sea level. Began operating January 9, 1955. Non-interconnected.

Representatives: National The Branham Co., Washington attorneys Dow, Lohnes & Albertson.

Stockholders: N.T.A. (75%); Loew's Inc. (25%).

Executives:
Donald Swartz, *vice president & general manager*
Milton J. Westerman, *sales manager*
Joseph F. Carney, *director of operations*
Gordon Benson, *chief engineer*

Services: News UP. Live studios, number 1, number live cameras 2.

Remote Equipment: truck with complete remote equipment, including microwave, number remote cameras 2.

Film & ID: 2 16 mm film projectors; 2x2 35 mm slide projectors; 5x5 rear screen slide projector. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 24 hrs., artwork 24 hrs. Film editing services.

Rates: Class A one hour live $1,000, film $1,000. Minute spot live $200, film $200. ID rate $80.

Minneapolis-St. Paul: KSTP-TV

Ch. 5. Owned by KSTP Inc. Address: 3415 University Ave., St. Paul; 3415 University ave. S.E., Minneapolis. Zone 14. Phone: MIdway 5-2724. Authorized eff. rad. pow.: visual 100 kw, aural 60 kw. Operating pow.: visual 100 kw, aural 60 kw. Antenna: 583′ above ground, 1,493′ above sea level. Networks: NBC-TV (prim.). Am station KSTP. Began operating April, 1948. Interconnected.

Representatives: National Edward Petry & Co., Washington attorneys Spearman and Roberson, consulting engineers A. D. Ring and Assoc.

Stockholders: Stanley E. Hubbard (62.17%); Didrikke S. Hubbard (15.84%); Vera S. Bragg (8.18%); Thomas E. Bragg (8.18%); Paulette Godfrey (5.63%).

Executives:
Stanley E. Hubbard, *president & general manager*
K. M. Hance, *executive vice president & treasurer*
Marvin L. Rosene, *vice president in charge of sales*
Stanley S. Hubbard, *vice president in charge research and development*
Del Franklin, *program director*
William S. Sadler, *chief engineer*
William P. Davey, *promotion & publicity director*
Julian Hoshal, *news director*
Dick Nesbitt, *sports director*
James E. Blake, *national tv sales manager*
Kenn R. Barry, *production supervisor*

Services: News AP. Live studios, number 4, size of largest 51′ x 57′, number live cameras 8 RCA. Remote equipment: mobile unit, microwave, 2-way radio system communications and program channels, number remote cameras 8.

Film & ID: 2 Eastman 250 and 1 RCA TP 16 film projectors; 1 Gray dual disc and 2 Eastman slide projectors. Film should be sent to Del Franklin. Film required 96 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; 1 Houston & 1 Hills (high speed).

Color Equipment: network, film, slides.

Rates: Class A one hour live $1,650. Minute spot live $360. ID rate $180.

Minneapolis-St. Paul: WCCO-TV

Ch. 4. Owned by Midwest Radio-Television Inc. Address: 50 S. 9 St. Zone 2. St. Paul. Phone: FEderal 8-0552. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow: visual 100 kw, aural 50 kw. Antenna: 601′ above ground, 1,461′ above sea level. Networks: CBS-TV (prim.). Am station WCCO. Began operating July 1, 1949.

Representatives: National Peters, Griffin, Woodward, Inc., Washington attorneys Fly, Shuebruk, Blume & Gaguine.

Stockholders: Midwest Radio-Television

Inc. is 53% owned by Mid-Continent Radio-Television Inc., 47% by Minneapolis Star & Tribune Co. (Cowles). Mid-Continent Radio-Television is equally owned by Minnesota Tribune Co. and Northwest Publications Inc.

Executives:
William J. McNally, *chairman of board*
Robert B. Ridder, *president*
F. Van Konynenburg, *executive vice president & general manager*
Sherman Headley, *assistant manager*
Robert N. Ekstrum, *sales manager*
Gwen Harvey, *program director*
John M. Sherman, *director of engineering*
Rollie Johnson, *news director & sports director*
Harry Seils, *farm director*
Arle Haeberle, *women's director*
Gene Godt, *promotion & publicity director*
Robert B. Hansen, *merchandising director*

Services: News UP, AP. Live studios, number 3, size of largest 40′ x 81′, number live cameras 9.

Remote Equipment: 2 complete remote chains, 2 microwave relay units, zoomar lens, RCA mobile unit, number remote cameras 4 Image Orthicon.

Film & ID: 3 16 mm film projectors; 1 3¼x4 opaque, outside size 2¼x3 copy areas; 2 35 mm 2x2 slide projectors. Film should be sent to Harry Jones, Film Director. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services; Houston 22B for Plus X, Tri X and reversal duplicating stocks.

Color Equipment: network, live.

Rates: Class AA one hour live $1,600, film $1,600. Minute spot live $400, film $400. ID rate $160.

Minneapolis-St. Paul: WTCN-TV

Ch. 11. Owned by Twin State Broadcasting Inc. Address: 2925 Dean Blvd. Zone 16. Minneapolis. Phone: WA 7-8881. Authorized eff. rad. pow.: visual 316 kw, aural 189.6 kw. Operating pow: visual 45 kw, aural 27 kw. Antenna: 601′ above ground, 1,450′ above sea level. Networks: ABC-TV (prim.). Am station WTCN. Began operating September 1953. Interconnected.

Representatives: National The Katz Agency Inc., Washington attorneys Pierson, Ball & Dowd, consulting engineers Jansky & Bailey.

Stockholders: TLF Broadcasters Inc. (100%), subsidiary of Time Inc.

Executives:
Weston C. Pullen Jr., *president*
Phil Hoffman, *vice president & general manager*
Miller Robertson, *commercial manager*
Ted Snider, *program director*
John M. Baldwin, *assistant manager*
Joseph Kahnke, *chief engineer*
Sheldon Peterson, *news director*
Frank Buetel, *sports director*
David G. Lee, *promotion director*

Services: News UP. Live studios, number 1, size of largest 60′ x 90′, number live cameras 3.

Remote Equipment: complete remote setup, number remote cameras 3.

Film & ID: 3 16 mm film projectors; 4x3 Balop, 2 35 mm slide projectors, 1 rear screen projector. Film should be sent to Gene Wecker, Film Director. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services.

Rates: Class A one hour live $900, film $900. Minute spot live $170, film $170. ID rate $85.

Rochester: KROC-TV

Ch. 10. Owned by South Minnesota Broadcasting Co. Address: 100 1st Ave. Bldg. Phone: AT 9-3924. Authorized eff. rad. pow.: visual 240 kw, aural 120 kw. Operating pow: visual 240 kw, aural 120 kw. Antenna: 576′ above ground, 1,780′ above sea level. Networks: NBC-TV (prim.). Am station KROC. Began operating July 14, 1953. Interconnected.

Representatives: National The Meeker Co. Inc., regional Harry S. Hyett Co., Washington attorneys Loucks, Zias, Young & Jansky, consulting engineers Jansky & Bailey Inc.

Stockholders: Agnes P. Gentling, president (10.8%); G. David Gentling, vice president & treasurer (7.35%); H. J. Postler, director (11.5%); Gordon P. Gentling (8.9%); Philip H. Gentling (5.12%); Agnes P. Gentling and other trustees of estate of G. P. Gentling (56.27%).

Executives:
Mrs. G. P. Gentling, *president*
G. David Gentling, *general manager*

THIS ADVERTISEMENT MADE POSSIBLE BY THE MANY SUCCESSFUL CLIENTS OF . . . . . **KROC-TV** ROCHESTER MINNESOTA

NBC BASIC, ABC CBS

240,000 WATTS 640 FEET ABOVE TERRAIN

ARB JANUARY 1958

STATIONS	KROC-TV	A	B	C
Sign-on To Noon	75.4	2.4	18.2	4.9
Noon To 6:00 P.M.	68.0	3.0	19.3	4.0
6:00 P.M. To Midnight	67.8	4.1	13.7	7.6

Will Jackson, *commercial manager*
Don Perry, *program director*
Robert Cross, *chief engineer*
Richard Kieffer, *news director*
Bernie Lusk, *sports director*
Willard Lampman, *station manager*

Services: News UP Photofax. Live studios, number 2, size of largest 36′ x 48′, number live cameras 2.

Film & ID: 2 16 mm film projectors; 2x2 slide projectors, 20% margin. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services; 16 & 35 mm slides, 16 mm film handled.

Color Equipment: network.

Rates: Class A one hour live $325, film $250. Minute spot live $65, film $50. ID rate $25.

MISSISSIPPI

Columbus: WCBI-TV

Ch. 4. Owned by Birney Imes Jr. Address: Highway 12, Phone: FA 8-5631. Authorized eff. rad. pow.: visual 20 kw, aural 10 kw. Operating pow: visual 5 kw, aural 2.5 kw. Antenna: 500′ above ground, 711′ above sea level. Networks: CBS-TV (prim.), NBC-TV. Am station WCBI. Began operating July 13, 1956. Interconnected.

Representatives: National Everett-McKinney Inc. regional James S. Ayres Co. (south), Washington attorneys Arnold, Fortas & Porter, consulting engineers A. Earl Cullum Jr.

Stockholders: Birney Imes Jr. (100%).

Executives:

Bob McRaney, *general manager*
P. B. Hinman, *station manager*
Bill Whitfield, *commercial manager*
Martha Puckett, *program director*
Tom McFerrin, *chief engineer*

Services: Live studios, number 2, size of largest 35′ x 50′, number live cameras 2.

Film & ID: 2 RCA 16 mm film projectors; 1 Gray dual disc slide projector. Film should be sent to Operations Desks. Film required 48 hrs. before telecast; slides 24 hrs., artwork 24 hrs. Film editing services.

Rates: Class A one hour live $200, film $180. Minute spot live $40, film $35. ID rate $15.

Hattiesburg: WDAM-TV

Ch. 9. Owned by Lion Television Corp. Address: Highway 11 North. Phone: JUniper 4-8441. Authorized eff. rad. pow.: visual 57.5 kw, aural 33.9 kw. Operating pow: visual 57.5 kw, aural 33.9 kw. Antenna: 537′ above ground, 732′ above sea level. Networks: NBC-TV (prim.). ABC-TV CBS-TV. Began operating June 8, 1956. Interconnected by AT&T.

Representatives: National John E. Pearson Co., Washington attorneys Pierson, Ball & Dowd, consulting engineers George P. Adair Engineering Co.

Stockholders: WDSU Broadcasting Corp. —New Orleans—(51%); David Matison Jr., Milton Fine, Harold Matison, Alvin Fine (49%).

Executives:

David A. Matison Jr., *president*
Marvin Reuben, *vice president & general manager*
Jerry Keith, *commercial manager*
Keith Glatzer, *program director*
John Carroll, *chief engineer*

Services: News AP. Live studios, number 1, size of largest 30′ x 50′, number live cameras 1.

Film & ID: 2 16 mm film projectors; 1 2x2 slide projector, area ⅞x1¼. Film should be sent to Charles Shade. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs.

Color Equipment: network.

Rates: Class A one hour live $185, film $175. Minute spot live $42.50, film $35. ID rate $17.50.

Jackson: WJTV

Ch. 12. Owned by Capitol Broadcasting Co. Address: Box 8187, Battlefield Station. Phone: H-2512. Authorized eff. rad. pow.: visual 316 kw, aural 108 kw. Operating pow: visual 316 kw, aural 108 kw. Antenna: 666′ above ground, 1,045′ above sea level. Networks: CBS-TV (prim.), ABC-TV. Am station WSLI. Began operating January 1953. Interconnected.

Representatives: National The Katz Agency Inc., Washington attorneys Kirkland, Fleming, Green, Martin & Ellis, consulting engineers Commercial Radio Equipment Co.

Stockholders: Standard Life Insurance Co. (32.4%); Mississippi Publishers Corp. (40%); L. M. Sepaugh (13.8%); T. B. Lanford; (13.8%).

Executives:

W. R. Newman, *chairman of the board*
T. M. Hederman Jr., *president*
L. M. Sepaugh Sr., *executive vice president & general manager*
Owens F. Alexander, *station manager*
Ken Parks, *production director*
C. A. Perkins, *chief engineer*
Bob Neblett, *news director*
Tommy Wilkerson, *farm director*
Sandy McMillan, *promotion director*
Lyman Hellums, *sports director*
L. M. Sepaugh Jr., *film director*

Services: News AP. Live studios, number 3, size of largest 30′ x 50′, number live cameras 4. Remote equipment: completely equipped truck RCA mobile unit, number remote cameras 2.

Film & ID: 2 GE 16 mm film projectors; 1 2x2 transparency slide projector. Film should be sent to Film Director. Film required 24 hrs. before telecast; slides 24 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $400, film $400. Minute spot live $90, film $90. ID rate $45.

Jackson: WLBT

Ch. 3. Owned by Lamar Life Broadcasting Co. Address: 715 S. Jefferson. Phone: 2-2691-3 Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Antenna: 589′ above ground, 1,055′ above sea level. Networks: NBC-TV (prim.), ABC-TV. Am station WJDX. Began operating December 1953. Interconnected.

Representatives: National George P. Hollingbery Co., Washington attorneys Spearman & Roberson, consulting engineers A. Earl Cullum Jr.

Stockholders: P. K. Lutken (40%); Calvin Wells III (20%); Maurice Thompson (20%); Fred L. Beard (20%).

Executives:

P. K. Lutken, *president*
Fred L. Beard, *general manager*
Frank Gentry, *commercial manager*
Maurice Thompson, *program director*
Robert R. Smathers, *chief engineer*
Dick Sanders, *news director*
Howard Langfitt and Forest Cox, *farm directors*
June King, *women's director*
Woodie Assaf, *sports director*

Services: News UP. Live studios, number 2, size of largest 30′ x 50′, number live cameras 3. Remote equipment: mobile trailer, number remote cameras 2.

Film & ID: 2 2x2 Gray Telejectors. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 1 wk. Film editing services; 16 mm reversal.

Color Equipment: network.

Rates: Class AA one hour live $400 plus cameras, etc., film $400. Minute spot live $90 plus cameras. film $90. ID rate $45.

Meridian: WTOK-TV

Ch. 11. Owned by Southern Television Corp. Address: Southern Bldg. Phone: 3-1441. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Antenna: 319′ above ground, 1,000′ above sea level. Networks: CBS-TV (prim.), NBC-TV, ABC-TV. Began operating September 1953. Interconnected.

Representatives: National Headley-Reed Tv, Washington attorneys McKenna & Wilkinson, consulting engineers Gautney & Jones.

Stockholders: Robert F. Wright, president (25.5%); William B. Crooks Jr., vice president (16.5%); Thomas Y. Minniece, secretary (7.0%); H. M. Minniece, treasurer, (6.5%); James H. Skewes (6.5%); S. A. Rosenbaum (11.5%); and others. James H. Skewes is publisher of the *Meridian Star*.

Executives:

Robert F. Wright, *president & general manager*
W. B. Crooks Jr., *vice president & commercial manager*
Cecil Germany, *program manager*
Joe Saxon. *chief engineer*
George Shannon, *news & sports director, production and film director*
Bob Holland, *farm director*
Coleene McCollum, *women's director*

Services: News AP. Live studios, number 2, size of largest 44′ x 78′, number live cameras 2.

Film & ID: 2 16 mm film projectors; 1 2x2 slide projector, SMPTE standards. Film should be sent to George Shannon. Film required 48 hrs. before telecast; slides 48 hrs., artwork 96 hrs. Film editing services; Houston Fearless, 16 mm Tri-X reversal.

Color Equipment: network.

Rates: Class A one hour $316.25, film $275. Minute spot live $63.25, film $55. ID rate $27.50.

Tupelo: WTWV

Ch. 9. Owned by Tupelo Citizens Television. Address: Beech Spring Rd. Phone: PIne-

wood 2-7620. Authorized eff. rad. pow.: visual 27.2 kw, aural 13.50 kw. Operating pow: visual 27.2 kw, aural 13.50 kw. Antenna: 529' above ground, 854' above sea level. ***Networks:*** NBC-TV (prim). Began operating March 18, 1957. Private microwave.

Representatives: National Jack Masla & Co., Inc.

Washington attorneys: Haley, Wollenberg & Kenehan.

Stockholders: Frank K. Spain (35%); Joseph G. Petit (25%); Walter D. Spain (15%); Perrin Purvis (15%); Margaret H. Spain (10%).

Executives:
Frank K. Spain, *general manager*
Charles H. Hicks, Jr., *commercial manager*
Robert D. Gordon, *program director*
Jimmie A. Stembridge, *operations supervisor*
William B. Landers, *news & sports director*
Hilda Hill, *women's director*

Services: News UP. Live studios, number 2, size of largest 40' x 40', number live cameras 3. Remote equipment: available, number remote cameras 2.

Film & ID: 2 16 mm film projectors; 1 slide chain; 2 Selectro-slide 35 mm slide projectors. Film should be sent to Robert D. Gordon, Program Director. Film required 24 hrs. before telecast; slides 24 hrs; artwork 24 hrs.

Film editing services.

Color Equipment: network.

Rates: Class A one hour live $172.50, film $150. Minute spot live $34.50, film $30. ID rate $12.

MISSOURI

Cape Girardeau: KFVS-TV

Ch. 12. Owned by Hirsch Broadcasting Co. Address: 324 Broadway. Phone: 5-5511. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Antenna: 892' above ground, 1,439' above sea level. Networks: CBS-TV (prim.). Am stations KFVS. Began operating October 3, 1954.

Representatives: National Headley-Reed Tv, Washington attorneys McConnaughey, Sutton & L'Heureux.

Stockholders: Oscar C. Hirsch, president (98.66%); Geraldine F. Hirsch, treasurer (.66%); David E. Hoche, secretary (.66%); Robert O. Hirsch, vice president.

Executives:
Oscar C. Hirsch, *president & general manager*
Robert O. Hirsch, *manager of tv operations*
Jack Ramey, *sales manager*

Rates: Class A one hour $400. Minute spot $80. ID rate $40.

Columbia: KOMU-TV

Ch. 8. Owned by Board of Curators, University of Missouri. Address: Highway 63. Phone: GIbson 2-1122. Authorized eff. rad. pow.: visual 251 kw, aural 125 kw. Operating pow: visual 251 kw, aural 125 kw. Antenna: 774' above ground, 1,612' above sea level. Networks: NBC-TV (prim.), ABC-TV. Began operating December 21, 1953. Interconnected.

Representatives: National H-R Television Inc., Washington attorneys Fisher, Wayland, Duvall & Southmayd, consulting engineers Lohnes & Culver.

Stockholders: Board of Curators, University of Missouri (100%); James A. Finch Jr., president.

Executives:
Edward C. Lambert, *general manager*
John O. Conwell, *commercial manager*
Allen H. Scollay, *program director*
William Reagan, *chief engineer*
Philip E. Berk, *news director*
Gale Bank, *farm director*
Lee Fisher, *sports director*
Milton E. Gross, *promotion manager*

Services: News UP, Unifax, UP Newsfilm. Live studios, number 1, size of largest 30' x 64', number live cameras 3. Remote equipment: available, number remote cameras 2 GE.

Film & ID: 2 GE PE-5C 16 mm film projectors; 2 GE Selectroslide 2x2 slide projectors, safe area 27/32x1⅛. Film should be sent to Ron Hunt. Film required 48 hrs. before telecast; slides 72 hrs., artwork 72 hrs Film editing services. Auricon sound-on-film camera; kinescope with GPL Maurer optical sound, or Stancil-Hoffman magnetic sound; montage amplifier for special effects.

Rates: Class A one hour live $240, film $200. Minute spot live $47.50, film $40. ID rate $20.

Hannibal: KHQA-TV

Ch. 7. Owned by Lee Broadcasting Inc. Address: 2333 Palmyra Rd., Hannibal; 510 Maine St., Quincy, Ill. Studios and principal offices maintained in Quincy. Phone: 2762 Hannibal; BAldwin 2-6200 Quincy. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Antenna: 804' above ground, 1,539' above sea level. Networks: CBS-TV (prim.). Am station WTAD. Began operating September 21, 1953. Interconnected.

Representatives: National Weed Television Corp., Washington attorney Eliot C. Lovett, consulting engineers Page, Creutz, Steel & Waldschmitt.

Stockholders: Lee Radio Inc. (51.41%); Courier-Post Publishing Co. (20%); Lee P. Loomis (3.02%); Herbert R. Ohrt (2.32%); Walter J. Rothschild (.948%).

Executives:
Lee P. Loomis, *president*
Herbert R. Ohrt, *vice president*
Walter J. Rothschild, *general manager & national sales manager*
Merritt Milligan, *assistant manager & program director*
J. E. (Ernie) Gray, *chief engineer*
Gene Terry, *news director*
Richard Faler, *farm director*
Mrs. Marian Milligan, *women's director*
Cato Butler, *sports director*
Paul Millen, *assistant national sales manager*

Services: News AP, UP Wire, AP Photofax, CBS Newsfilm. Live studios, number 2, size of largest 32' x 48', number live cameras 2 in Hannibal, 2 in Quincy. Remote equipment: available.

Film & ID: Du Mont film scanner (Quincy); 2 DeVry Projectors with image orth pickup (Hannibal); 4 slide projectors, metal mounting preferred, standard slide dimensions. Film should be sent to Charles Lotz Jr., Film Editor, c/o Quincy, Ill. studios. Film required 48 hrs. before telecast; slides 24 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $350 plus production, film $350. Minute spot live $70 plus production, film $70. ID rate $35.

Jefferson City: KRCG-Tv

Ch. 13. Owned by Jefferson Television Co. Address: Callaway Hills Farm. Phone: 6-6188, 5-3122. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Antenna: 923' above ground, 1,767' above sea level. Networks: CBS-TV, ABC-TV. Began operating February 13, 1955.

Representatives: National Blair Television Assoc. Inc., Washington attorneys Fisher, Wayland, Duvall & Southmayd, consulting engineers Commercial Radio Equipment Co.

Stockholders: Mrs. W. H. Weldon, president (98.2%); Robert Blosser, vice president (.6%); Edward J. Schuelein (.6%); Camille Williams, secretary-treasurer (.6%).

Executives:
Mrs. W. H. Weldon, *president*
Robert Blosser, *general manager*
Ed Schuelein, *chief engineer*
Ron Maxwell, *sales manager*

Rates: Class A one hour $200. Minute spot $40. ID rate $20.

Joplin: KODE-TV

Ch. 12. Owned by WSTV Inc. Address: 1928 W. 13th. Phone: MAyfair 3-7260. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow: visual 316 kw, aural 158 kw. Antenna: 626' above ground, 1,675' above sea level. Networks: CBS-TV (prim.), ABC-TV. Am station KODE. Began operating September 1954. Interconnected.

Representatives: National Avery-Knodel Inc., Washington attorneys Cohn & Marks, consulting engineers Robert M. Silliman.

Stockholders: Same as WSTV-TV Steubenville, Ohio.

Executives:
Jack Berkman, *president*
Harry D. Burke, *general manager*
D. T. Knight, *commercial manager*
Ronald Robson, *program director*
Jack Langford, *chief engineer*
Ken Crowe, *news director*
Ermadeen Arnce, *women's director*
Johnny Holmes, *sports director*
William Harned, *promotion director*

Services: News UP. Live studios, number 2, size of largest 40' x 48', number live cameras 2.

Film & ID: 2 RCA 16 mm film projectors; 1 2x2 RCA 35 mm slide projector, metal or tape. Film should be sent to Ron Robson. Film required 48 hrs. before telecast; slides 24 hrs., artwork 1 wk. Film editing services.

Rates: Class A one hour live $300, film $300. Minute spot live $67.50, film $67.50. ID rate $30.

Kansas City: KCMO-TV

Ch. 5. Owned by KCMO Broadcasting Div. Meredith Engineering Co. Address: 125 E. 31st St. Zone 8. Phone: JEfferson 1-6789. Authorized eff. rad. pow.: visual 100 kw, aural 60 kw. Operating pow: visual 100 kw, aural 60 kw. Antenna: 1,042' above ground, 2,049' above sea level. Networks: CBS-TV (prim.). Am station KCMO. Began operating September 27, 1953. Interconnected.

Representatives: National The Katz Agency, Inc., Washington attorneys Haley, Wol-

lenberg & Kenehan, consulting engineers A. D. Ring & Assoc.

Stockholders: Meredith Engineering Co., Des Moines (100%).

Executives:
E. K. Hartenbower, *general manager*
C. E. Breazeal, *assistant manager*
S. B. Tremble, *commercial manager*
Kenneth W. Heady, *program director*
Karl Troeglen, *technical director*
James Monroe, *news director*
George Stephens, *farm director*
Bruce Rice, *sports director*

Services: News AP, AP Photofax. Live studios, number 2, size of largest 45' x 60', number live cameras 5 b&w, 1 color. Remote equipment: RCA field switchers, sync generator and monitors, number remote cameras 3 RCA field cameras.

Film & ID: 4 16 mm RCA film projectors; 2 Gray telejectors, 2x2 transparencies; 1 Gray telop #2; 3¼x4 opaque slide projectors. Film should be sent to commercials: Operations Desk, film: Film Department. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network, live, film, slides.

Rates: Class A one hour live $1,350, film $1,350. Minute spot live $300, film $300. ID rate $150.

Kansas City: KMBC-TV

Ch. 9. Owned by KMBC Broadcasting Co. Address: KMBC Bldg. Phone: HArrison 1-2650. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Antenna: 1,025' above ground, 1,946' above sea level. Networks: ABC-TV (prim.). Am stations KMBC and KFRM Concordia, Kan. Began operating August 1, 1953.

Representatives: National Peters, Griffin, Woodward, Inc., Washington attorneys Dow, Lohnes & Albertson, consulting engineers A. Earl Cullum Jr.

Stockholders: Cook Paint & Varnish Co. (100%). Following officers are stockholders of record, but have no beneficial interests: Lathrop G. Backstrom (99.4%); Donald D. Davis, president (.2%); John F. Cash, vice president & treasurer (.2%); M. D. Blackwell, secretary (.2%).

Executives:
Donald D. Davis, *president & commercial manager*
John T. Schilling, *executive vice president & general manager*
George J. Higgins, *vice president in charge of spot sales*
Mort Greiner, *television station manager*
Lou Kemper, *production supervisor*
Phil Evans, *farm director*
Sam Molen, *sports director*
Bea Johnson, *women's department director*
Edwin L. Dennis, *local sales manager*
Fred Harris, *promotion department*
Henry Goldenberg, *chief engineer*

Rates: Class A half hour $480. Minute spot $160. ID rate $80.

Kansas Cty: WDAF-TV

Ch. 4. Owned by The Kansas City Star Co. Address: 3030 Summit St. Zone 8. Phone: HArrison 1-1200. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Antenna: 724' above ground, 1,664' above sea level. Networks: NBC-TV (prim.). Am station WDAF. Began operating October 15, 1949. Interconnected.

Representatives: National Harrington, Righter & Parsons Inc., Washington attorneys Kirkland, Fleming, Green, Martin & Ellis, consulting engineers Gautney & Jones.

Stockholders: The Kansas City Star Co. (100%).

Executives:
H. Dean Fitzer, *managing director*
William A. Bates, *station manager*
E. Manne Russo, *commercial manager*
Jay P. Barrington, *program director*
James P. Schmidt, *chief engineer*
Randall S. Jessee, *news director*
Paul Vogel, *farm director*
Bette Hayes, *women's director*
Owen Bush, *sports director*

Services: News AP, AP Photofax. Live studios, number 2, size of largest 60' x 40' x 30', number live cameras 5. Remote equipment: 2 camera chains, microwave, number remote cameras 2.

Film & ID: 4 RCA 16 mm, 2 Eastman 16 mm film projectors; 1 RCA, 1 Gray Telop, 1 Selecto-Slide slide projectors. Film should be sent to Bob Lewellen. Film required 96 hrs. before telecast; slides 96 hrs., artwork 96 hrs. Film editing services.

Color Equipment: network, film, slides.

Rates: Class A one hour live $1,060, film $1,060. Minute spot live $212, film $212. ID rate $106.

Kirksville: KTVO (See Ottumwa, Iowa)

St. Joseph: KFEQ-TV

Ch. 2. Owned by KFEQ Broadcasting Co. Address: 40th & Faraon Sts. Phone: 3-2528. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow: visual 100 kw, aural 50 kw. Antenna: 750' above ground, 1,770' above sea level. Networks: CBS-TV (prim.), ABC-TV. Am station KFEQ. Began operating September 27, 1953. Interconnected.

Representatives: National Blair Television Assoc. Inc., Washington attorneys Haley, Wollenberg & Kenehan.

Stockholders: Isadore J. Fine (20%); Eugene P. Fine (12½%); Jesse D. Fine (32½%); Oscar K. Fine (32½%); Marvin S. Cohen (2½%).

Executives:
Jesse Fine, *president*
Ted Nelson, *vice president & general manager*
A. Wayne Beavers, *commercial manager*
Gene Milsteen, *program director*
John Carroll, *chief engineer*
Lafe Williams, *news director*
H. J. "Smitty" Schmitz, *farm director*
Esther Donat, *women's director*
Bob Horstman, *sports director*
Phyl Swan, *promotion manager*

Services: News AP. Live studios, number 1, size of largest 40' x 60', number live cameras 2. Remote equipment: all studio equipment is used as field equipment.

Film & ID: 2 film projectors; 2x2 35 mm slide projectors. Film should be sent to Gene Milsteen. Film required 24 hrs. before telecast; slides 24 hrs., artwork 24 hrs. Film editing services.

Rates: Class AA one hour live $400, film $400. Minute spot live $80, film $80. ID rate $40.

St. Louis: KSD-TV

Ch. 5. Owned by Pulitzer Publishing Co. Address: 1111 Olive St. Zone 1. Phone: MAin 1-1111. Authorized eff. rad. pow.: visual 100 kw, aural 60 kw. Operating pow: visual 100 kw, aural 60 kw. Antenna: 544' above ground, 1,014' above sea level. Networks: NBC-TV (prim.). Am station KSD. Began operating February 8, 1947. Interconnected.

Representatives: National NBC Spot Sales, Washington attorneys Segal, Smith & Hennessey, consulting engineers A. D. Ring & Assoc.

Stockholders: Pulitzer Publishing Co. (100%).

Executives:
Joseph Pulitzer Jr., *president*
Harold Grams, *general manager & program director*
Guy E. Yeldell, *commercial manager*
J. E. Risk, *chief engineer*
Austin Bridgman, *news director*
Wilma Sim, *women's director*
Bob Ingham, *sports director*
Fred J. Mueller, *promotion manager*

Services: News AP, AP wire photo, Telenews, local newsreel. Live studios, number 2, size of largest 24' x 49', number live cameras 5. Remote equipment: RCA mobile unit, number remote cameras 4.

Film & ID: 4 16 mm film projectors; 3 2x2 slide projectors, paper tape bound slides preferred. Film should be sent to Film Department. Film required 72 hrs. before telecast; slides 72 hrs. Film editing services; local processing.

Color Equipment: network, film, slides.

Rates: Class A one hour live $1,200 plus services needed, film same. Minute spot live $300 plus services needed, film $300. ID rate $150. Shared ID's not accepted.

St. Louis: KTVI

Ch. 2. Owned by Signal Hill Telecasting Corp. Address: 5915 Berthold. Zone 10. Phone: MIssion 7-3600. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow: visual 100 kw, aural 50 kw. Antenna: 592' above ground, 1,127' above sea level. Networks: ABC-TV (prim.). Began operating April 15, 1957. Interconnected.

Representatives: National Blair-Tv, Washington attorneys Sher-Oppenheimer-Harris, consulting engineers George P. Adair Engineering Co.

Stockholders: Paul E. Peltason and Harry Tenenbaum.

Executives:
Harry Tenenbaum, *president*
J. Joseph Bernard, *vice president & general manager*
John I. Hyatt, *commercial manager*
Shaun Murphy, *national sales manager*
Fred Buschmeyer, *program director*
Richard Trompeter, *chief engineer*
James Brady, *news director*
Jeannne Rude, *women's director*
Bill Crews, *sports director*
Don B. Curran, *promotion manager*
John T. Link, *operations director*
Jack Murdock, *production manager*

Services: News UP wire, UP sports wire, Western Union sports wire & weather wire, local film coverage. Live studios, number 1,

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size of largest 45′ x 45′, number live cameras 2.

Film & ID: 2 16 mm film projectors; 2 2x2 tape or metal mounted slide projectors, viewing area 1⅛x27/32. Film should be sent to Traffic Manager; copy, slides & E.T.'s to continuity director. Film required 48 hrs. before telecast; slides 48 hrs., artwork 7 days. Film editing services.

Rates: Class A one hour live $800, film $800. Minute spot live $200, film $200. ID rate $100.

St. Louis: KWK-TV

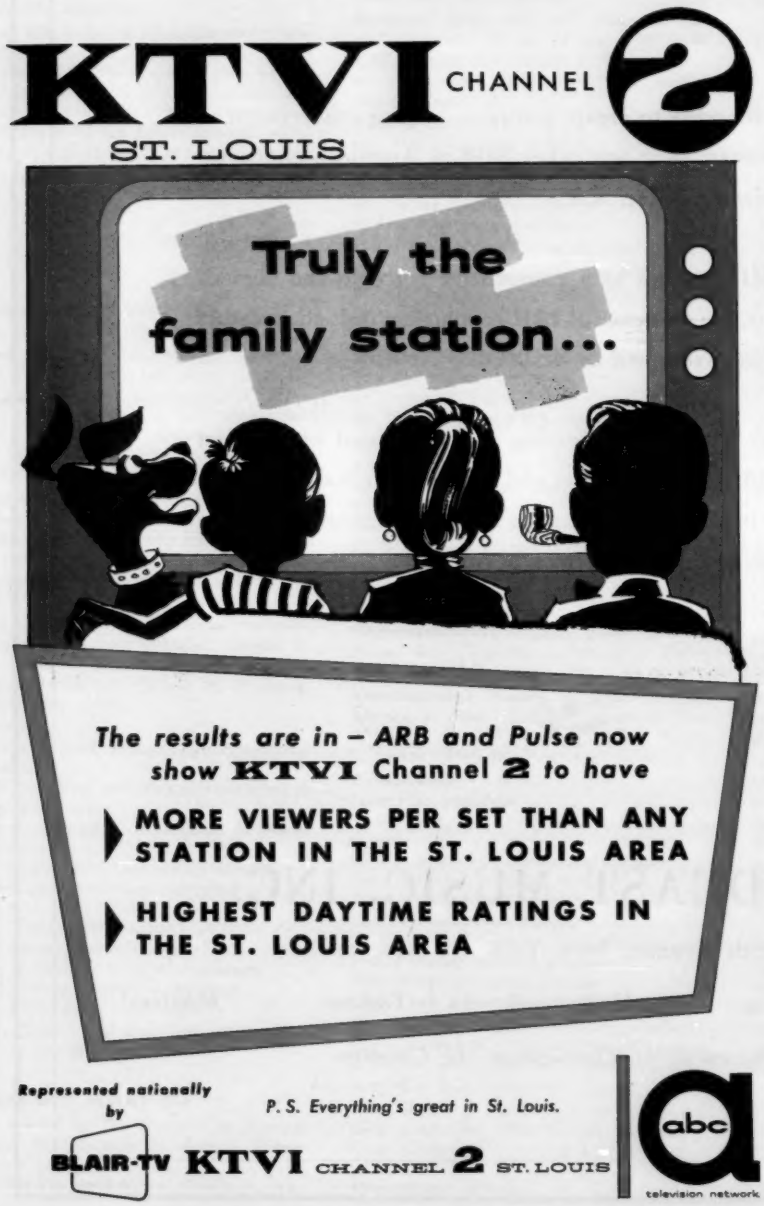
Ch. 4. Owned by KWK Inc. Address: 1215 Cole St. Phone: MAin 1-9100. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Antenna: 563′ above ground, 1,031′ above sea level. Am station KWK. Began operating July 8, 1954.

Representatives: National The Katz Agency Inc., Washington attorneys Dempsey & Koplovitz, consulting engineers A. Earl Cullum Jr.

Stockholders: Robert T. Convey, voting trustee (28%); 800 North 12th Inc.—formerly KXOK Inc.—(23%); Globe-Democrat Publishing Co. (23%); KSTP Inc. (23%); Missouri Valley Television stockholders (3%).

Executives:
Robert T. Convey, *president & general manager*
Ray E. Dady, *vice president & station director*
V. E. Carmichael, *vice president & sales director*
James E. Goldsmith, *sales manager*
Jerry Danford, *eastern sales manager*
James M. Henneberry, *sales promotion manager*
John W. Tinnea, *executive program director & film buyer*
Jack Griffin, *news editor*
Dick Kimball, *production coordinator*
N. J. Zehr, *chief engineer*

Rates: Class A one hour $1,000. Minute spot $240. ID rate $120.



Sedalia: KDRO-TV

Ch. 6. Owned by Milton J. Hinlein. Address: 2100 W. Broadway. Phone: TAylor 6-1651. Authorized eff. rad. pow.: visual 16.2 kw, aural 8.71 kw. Operating pow: visual 16.2 kw, aural 8.71 kw. Antenna: 321′ above ground, 1,211′ above sea level. Began operating July 8, 1954.

Representatives: National John E. Pearson Television Inc., Washington attorneys Fisher, Wayland, Duvall & Southmayd, consulting engineers Commercial Radio Equipment Co.

Stockholders: Milton J. Hinlein (95%); Miss Le Chapman (5%).

Executives:
Milton J. Hinlein, *president*
Le Chapman, *general manager, women's director & film buyer*
Max Cassing, *commercial manager*
Dick Younger, *program director*
Robert Klein, *chief engineer*

Services: News AP. Live studios, number 1, size of largest 90′ x 37′, number live cameras 2.

Film & ID: 2 RCA 16 mm film projectors; 1 Selectroslide 35 mm, 1 RVP slide projectors, 3¼x4. Film should be sent to Le Chapman. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; 35 mm slides.

Rates: Class A one hour live $200. Minute spot live $30. ID rate $25.

Springfield: KTTS-TV

Ch. 10. Owned by Independent Broadcasting Co. Address: 330 E. Walnut St. Zone 4. Phone: 2-7474. Authorized eff. rad. pow.: visual 316 kw, aural 190.55 kw. Operating pow: visual 316 kw, aural 190.55 kw. Antenna: 661′ above ground, 2,049′ above sea level. Networks: CBS-TV (prim.). Am station KTTS. Began operating March 14, 1953. Interconnected.

Representatives: National Weed Television Corp., Washington attorneys Dempsey & Koplovitz, consulting engineers James C. McNary.

Stockholders: J. H. G. Cooper, president (54.87%) owned jointly with sons John O. & James H.; George M. Thompson Sr., vice president & treasurer (1.97%); Irving W. Schwab, secretary (8.29%); G. Pearson Ward, vice president (8.79%); 17 others, none holding as much as 5%.

Executives:
J. H. G. Cooper, *president*
G. Pearson Ward, *general manager*
Bob Burke, *sales representative*

Kevin McAndrews, *program director*
William F. Curry, *chief engineer*
Bill Bowers, *news director*
Bill Maynard, *sports director*

Services: News AP, UP Pictures. Live studios, number 1, size of largest 36′ x 36′, number live cameras 2. Remote equipment: RCA, number remote cameras 1.

Film & ID: 2 RCA 16 mm film projectors; 1 2x2 Telejector, 2 3/32x15/16 safe viewing area. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour $325. Minute spot $81.25. ID rate $32.50.

Springfield: KYTV

Ch. 3. Owned by Springfield Television Inc. Address: 999 W. Sunshine. Phone: 6-2766. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Antenna: 550′ above ground, 1,285′ above sea level. Networks: NBC-TV (prim.), ABC-TV. Began operating October 1, 1953. Interconnected.

Representatives: National George P. Hollingbery Co., Washington attorneys Fisher, Wayland, Duvall & Southmayd, consulting engineers Lohnes & Culver.

Stockholders: Springfield Newspapers, Inc. (49.866%); Lester L. Cox, president (24.966%); Tams Bixby III, vice president; Keith G. Wells, secretary (.033%); Tams Bixby Jr (.033%); Lynn E. Bussey, treasurer (24.96%). Tams Bixby Jr. with son owns 70% of Muskogee Phoenix and Times Democrat (KBIX). Lester L. Cox is vice president of KOAM-TV Pittsburg, Kansas.

Executives:
Lester L. Cox, *president*
Carl Fox, *co-manager & program manager*
Ralph L. Stufflebam, *co-manager & commercial manager*
Fred Rains, *executive producer*
E. Dennis White, *chief engineer*
Sol Mosher, *news director*
C. C. Keller, *farm director*
Norma Champion, *women's director*
Jody Holden, *sports director*

Services: News AP Photofax. Live studios, number 2, size of largest 38′ x 54′, number live cameras 3. Remote equipment: complete mobile unit & truck, number remote cameras 2. TelePromPter and TelePromPter RVP.

Rates: Class A hour $325, minute spot $65. ID rate $32.50.

MONTANA

Billings: KOOK-TV

Ch. 2. Owned by The Montana Network. Address: Box 2557. Phone: 2-5611. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw Antenna: 383′ above ground, 4,183′ above sea level. Networks: CBS-TV (prim.), ABC-TV. Am station KOOK. Began operating November 9, 1953.

Representatives: National Headley-Reed Tv, regional Art Moore & Assoc. (Seattle & Portland), Washington attorney John H. Midlen, consulting engineers Commercial Radio Equipment Co.

Stockholders: Joseph S. Sample, president (93.28%); V. V. Clark, vice president & general manager (.72%); Patricia L. Sample (.15%); J. G. Sample (5.85%).

Executives:
Joseph S. Sample, *president*
V. V. "Bud" Clark, *general manager*
John Conner, *commercial manager*
Edmund Peiss, *program director & sports director*
Grant French, *chief engineer*
George Green, *news director*
Francis Welsh, *farm director*
Billie Le Sueur, *women's director*
Conna G. May, *merchandising director*

Services: News UP, CBS Newsfilm. Live studios, number 2, size of largest 40′x60′, number of live cameras 2. Remote equipment: AT&T lease, number remote cameras 1.

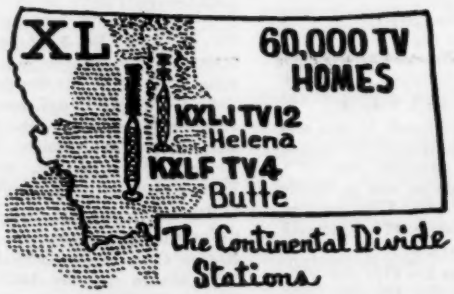
Film & ID: 2 16 mm film projectors; 1 2x2 slide projector, safe viewing area 11/16x15/16, 3x4 opaques safe viewing area 2 13/32x3 13/64. Film should be sent to Ed Peiss, Operations Director. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Rates: Class A one hour live $260, film $200. Minute spot live $58.50, film $45. ID rate $22.50.

Butte: KXLF-TV

Ch. 4. Owned by Television Montana. Address: 1003 S. Montana St. Phone: 2-9111. Authorized eff. rad. pow.: visual 60 kw, aural 30 kw. Operating pow.: visual 60 kw, aural

Dominance in MONTANA



Represented by

The Walker Company-East
Pacific Northwest Broadcasters-West

30 kw. Antenna: 199' above ground, 8,450' above sea level. Networks: NBC-TV, ABC-TV. Am station KXLF. Began operating August 14, 1953.

Representatives: National The Walker Representation Co. Inc. (east), regional Art Moore & Assoc. Inc. (Pacific northwest), Washington attorneys Wheeler & Wheeler and Fanny Litvin, consulting engineers Robert M. Silliman.

Stockholders: KXLF Butte (59%); KXLJ Helena (23%); KXLQ Bozeman (4%); KXLL Missoula (4.5%); KXLK Great Falls (2.27%). XL stations are owned by the Z net.

Executives:
E. B. Craney, *president & general manager*
Jim Manning, *station manager*
W. Jake Walker, *commercial manager*
Lloyd Scott, *chief engineer*
Paul Simestis, *program director*

Rates: Class A one hour live $200, film $150. Minute spot live $40, film $30. ID rate $15.

Glendive: KXGN-TV

Ch. Owned by Glendive Broadcasting Corp. Address: 122 S. Merrill Ave. Phone: EMpire 5-3378. Authorized eff. rad. pow.: visual 4.62 kw, aural 2.49 kw. Operating pow.: visual 4.62 kw, aural 2.49 kw. Antenna: 125' above ground, 2,200' above sea level. Networks: CBS-TV Am station KXGN. Began operating November 1, 1957.

Representatives: Washington attorney Harry J. Daly, consulting engineers John H. Mullaney.

Stockholders: Lewis W. Moore, president (99.8%); Elizabeth Kindsfater, vice president (.1%); Mary L. Moore, secretary-treasurer (.1%).

Executives:
Lewis W. Moore, *president*
Daniel C. Palen, *general manager*
Karl R. Johnson, *sales director*
Donald J. Powers, *chief engineer*

Services: News AP. Live studios, number 1, size of largest 25'x25', number of live cameras 2.

Film & ID: 2 16 mm film projectors; 35 mm standard 2x2 slide projectors. Film should be sent to Lewis W. Moore, Film Buyer. Film required 24 hrs .before telecast; slides 24 hrs., artwork 24 hrs. Film editing services; polaroid for opaque.

Rates: Class A one hour $100. Minute spot $20. ID rate $10.

Great Falls: KFBB-TV

Ch. 5. Owned by Wilkins Broadcast Inc. Address: Box 1139. Phone: GLendale 3-4377. Authorized eff. rad. pow.: visual 25.4 kw, aural 12.7 kw Operating pow.: visual 25.4 kw, aural 12.7 kw. Antenna: 440' above ground, 4,066' above sea level. Networks: CBS-TV (prim.), ABC-TV, NBC-TV. Am station KFBB. Began operating March 21, 1954. Non-interconnected.

Representatives: National Blair Television Assoc., Washington attorneys Wheeler & Wheeler, consulting engineers Weldon & Carr.

Stockholders: Joseph P. Wilkins, president (50.04%); Roy H. Glover (5%); E F. Galt, vice president & secretary-treasurer (1.8%); Fairmont Corp. (30.05%); Grace M. Hoover (4.82%); 4 others, none owning as much as 4%.

Executives:
J. P. Wilkins, *president & general manager*
W. C. Blanchette, *commercial manager*
Pen Brown, *program director*
Anthony Lopuch, *chief engineer*
Gene Harrington, *news director & sports director*
Stan Meyer, *farm director*
Edith Matheson, *women's director*
Pat Bastas, *traffic*

Services: News UP. Live studios, number 2, size of largest 26'x40', number of live cameras 1.

Film & ID: 16 mm Du Mont multi-scanner with 2 cinecon projectors; Du Mont multi-scanner for 2x2 slides or 4x5 balops. Film Should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Rates: Class A one hour live $260, film $200. Minute spot live $52, film 40. ID rate $20.

Helena: KXLJ-TV

Ch. 12. Satellite of KXLF-TV Butte.

Kalispell: KGEZ-TV

Ch. 9. Owned by KGEZ Inc. Address: Buffalo Hill. Phone: SKyline 6-5056. Authorized eff. rad. pow.: visual 14.8 kw, aural 8.71 kw. Operating pow.; visual 5 kw. Antenna: 322' above ground, 3,339' above sea level. Networks: NBC-TV, CBS-TV (prim.), ABC-TV, Am station KGEZ. Began operating July 9, 1957. Interconnected.

Representatives: National Donald Cooke Inc.

Stockholders: KGEZ Inc. (81.8%); Copper City Radio Co. Inc. (14.4%); Frank Reardon, president (1%); Richard V. Vick, vice president (2.4%); Mary Adele Sullivan, vice president (.1%); Albert J. Schumacher, vice president (.1%); William K. Carroll, executive vice president; Helen Reardon, secretary-treasurer (.1%).

Executives:
Frank Reardon, *president*
Richard V. Vick, *general manager & commercial manager*
Martin Tallberg, *program director*
Jesse V. Waymire, *chief engineer*
Glen Millhouse, *news director*

Services: News UP. Live studios, number 2, number live cameras 1 RCA Vidicon.

Film & ID: 2 Bell & Howell 16 mm film projectors with RCA Mutiplexer; 1 2 barrell 2x2 Selecto-Slide slide projector with RCA Multiplexer. Film should be sent to Martin Tallberg, Program Director. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Rates: Class A one hour live $125 plus 50%, film $125. Minute spot live $20 plus 50%, film $20. ID rate $10.

Missoula: KMSO-TV

Ch. 13. Owned by Mosbys, Inc. Address: 127 East Main. Zone 1. Phone: Program Dept.: 9-4169; Business: 9-7668. Authorized eff. rad. pow.: visual 191 kw, aural 95.5 kw. Operating pow.: visual 191 kw, aural 95.5 kw. Antenna: 274' above ground, 7,124' above sea level. Networks: CBS-TV (prim.), ABC-TV. Am station KGVO. Began operating July 1, 1954. Interconnected by microwave from KXLY Spokane.

Representatives: National Gill-Perna, regional Hugh Feltis (Seattle), Washington attorneys Fisher, Wayland, Duvall & Southmayd, consulting engineer Archer Taylor.

Stockholders: A. J. Mosby, president (99.36%); R. G. Mosby, vice president (.54%); Don Bradley, secretary (.05%).

Executives:
A. J. Mosby, *president*
S. John Schile, *general manager*
Maida Guenther, *traffic director*
Amos Hargrove, *chief engineer*

Services: News UP. Live studios, number 2, size of largest 40' x 60', number live cameras 2.

Film & ID: 2 16 mm film projectors; 2 2x2 35 mm 5x7 ratio slide projectors. Film should be sent to Film Desk. Film required 48 hrs. before telecast; slides 24 hrs., artwork 72 hrs. Film editing services.

Rates: Class A one hour live $195, film $150. Minute spot live $39, film $30. ID rate $15.

NEBRASKA

Hastings: KHAS-TV

Ch. 5. Owned by Nebraska Television Corp. Address: Box 476. Phone: 3-1321. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Antenna: 767' above ground, 2,707' above sea level. Networks: NBC-TV (prim.). Am station KHAS. Began operating January 1, 1956.

Representatives: National Weed Television Corp., Washington attorneys Dow, Lohnes & Albertson, consulting engineers Frank H. McIntosh & Assoc.

Stockholders: Hastings Tribune (52.7%); Morrison & Quirk Grain Corp. (3.6%); Radio KHAS Hastings (3.6%); D. H. Meves (3.6%); over 100 others, none owning as much as 1%.

Executives:
Fred A. Seaton, *president*
Duane L. Watts, *general manager*
Robert E. Schnuelle, *production manager, farm & sports director*
Duane B. Allison, *chief engineer*
Ted Kennedy, *news director*
Fran Johnson, *women's director*

Services: News AP. Live studios, number 1, size of largest 60' x 39', number of live cameras 2.

Film & ID: 2 16 mm film projectors; 1 2x2 slide projector; 1 4x5 opaque projector. Film should be sent to Film Director, Marsden Garey. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services; negative & reversal, 72 hour deadline.

Color Equipment: network.

Rates: Class A one hour live $280, film $250. Minute spot live $48.75, film $43.75. ID rate $21.88.

Hay Spring: KDUH-TV

Ch. 4. Satellite of KOTA-TV Rapid City, S. D.

Hayes Center: KHPL-TV

Ch. 6. Satellite of KHOL-TV Kearney, Nebraska.

Kearney: KHOL-TV

Ch.13. Owned by Bi-States Company. Address: 414 East Ave., Holdrege. Phone: WYman 5-5952 Holdrege. Authorized eff. rad. pow.: visual 204 kw. aural 102 kw.

Operating pow.: visual 20 kw, aural 10 kw. Antenna: 578' above ground, 2,793' above sea level. Networks: CBS-TV (prim.), ABC-TV. Began operating December 25, 1953.

Representatives: National The Meeker Co., Washington attorneys Fisher, Wayland, Duvall & Southmayd, consulting engineers Commercial Radio Equipment Co.

Stockholders: F. Wayne Brewster, president (55.5%); C. E. Freas Jr., vice president, (13.9%); Harold J. Hamilton, secretary-treasurer (5.6%); Willard F. Anderson, director (11.1%); William S. Bivens, director (2.8%); Donald E. Brewster (11.1%).

Executives:

Dr. F. Wayne Brewster, *president*
Harold J. Hamilton, *secretary-treasurer*
Jack Gilbert, *station manager*
Paul Freygang, *regional sales*
Marlyn Milliken, *production director*
W. Mirven Greely, *director of engineering*
Art Eckdahl, *news director*
Tom Nuss, *publicity & farm director*
Lois Kahle, *women's director*
Gerald Granger, *sports director*
Ed Strasburger, *traffic & office manager*

Services: News AP. Live studios, number 1, size of largest 42' x 50', number live cameras 2.

Film & ID: 2 16 mm film projectors; 1 3¼x4 opaque projector, working area: 2¼x3; 1 2x2 transparency slide projector, standard working area. Film should be sent to K. Cooper. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network.

Rates: Class AA one hour live $315, film $300. Minute spot live $62.50, film $60. ID rate $30.

Lincoln: KOLN-TV

Ch. 10. Owned by Cornhusker Television Corp. Address: 40th & "W" St. Zone 3. Phone: 6-2367. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Antenna: 999' above ground, 2,529' above sea level. Networks: CBS-TV (prim.), ABC-TV. Began operating February 18, 1953. Interconnected.

Representatives: National Avery-Knodel Inc., Washington attorneys, Dow, Lohnes & Albertson, consulting engineers Lohnes & Culver.

Stockholders: Fetzer Broadcasting Co. John Fetzer and Rhea Fetzer (100%).

Executives:

A. James Ebel, *vice president & general manager*
Lester C. Ray, *sales manager*
Robert L. Johnson, *program director*
D. R. Taylor, *chief engineer*
Byron Krasne, *news director*
Les Blauvelt, *farm director*
Ramona Deitemeyer, *women's director*
Bill King, *sports director*

Services: News AP, UP. Live studios, number 2, size of largest 30' x 56', number live cameras 2.

Film & ID: 2 RCA 16 mm film projectors; 2 35 mm slide projectors. Film should be sent to Eli Modenstein, Film Director. Film required 48 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; 16 mm film handled.

Rates: Class A one hour live varies, film $350. Minute spot live $95, film $70. ID rate $35.

Omaha: KETV

Ch. 7. Owned by Herald Corp. Address: 27th and Douglas Sts. Zone 31. Phone: HArney 4848. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Antenna: 583' above ground, 1,746' above sea level. Networks: ABC-TV (prim.). Began operating September 17, 1957. Interconnected.

Representatives: National H-R Television Inc., Washington attorneys Kirkland, Fleming, Green, Martin & Ellis, consulting engineers Jansky & Bailey, Inc.

Stockholders: World Publishing Co., publisher of *Omaha World-Herald* (100%).

Executives:

Ben H. Cowdery, *president*
Eugene S. Thomas, *vice president & general manager*
Robert O. Paxson, *sales manager*
John Q. Quigley, *program manager*
J. S. Petrik, *chief engineer*
Austin Schneider, *news director*
Bob Wilson, *sports director*
Robert F. Coats, *public service director*

Services: News AP, UP, UP Movietone news. Live studios, number 2, size of largest 65' x 70', number live cameras 4. Remote equipment: number remote cameras 4 remote field cameras.

Film & ID: 2 16 mm film projectors; 1 telop 3 3/16x4¼; 1 standard 35 mm slide projector. Film should be sent to Operations Desk, Att: Miss Strueby. Film required 48 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; Houston 22, 16 mm film handled.

Color Equipment: network.

Rates: Class AA one hour live $900, film $900. Minute spotlive $200, film $200. ID rate $100.

Omaha: KMTV

Ch. 3. Owned by May Broadcasting Company. Address: 2615 Farnam. Zone 31. Phone: HArney 3333. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Antenna: 550' above ground, 1,720' above sea level. Networks: NBC-TV (prim.). Am station KMA Shenandoah, Iowa. Began operating September 1, 1949.

Representatives: National Edward Petry & Co., Inc., Washington attorneys: McKenna and Wilkinson, consulting engineers Robert M. Silliman.

Stockholders: May Broadcasting Company (75%), license of radio station KMA; Central Broadcasting Company, (25%), which owns and operates WOC-TV and WOC Davenport and WHO-TV and WHO Des Moines; Edward W. May, president, is principal stockholder.

Executives:

Edward W. May, *president*
Owen L. Saddler, *general manager*
Arden E. Swisher, *commercial manager*
Lew Jeffrey, *program director*
R. J. Schroeder, *chief engineer*
Floyd Kalber, *news director*
Marianne Peters, *women's director*
Steve Shepard, *sports director*
Amos Eastridge, *promotion manager*

Services: News UP. Live studios, number 2, size of largest 1800 sq. ft., number live cameras 2 color, 5 b&w. Remote equipment: television mobile unit, audio equipment, etc., number remote cameras 3 RCA image orthicon field cameras.

Film & ID: 4 RCA 16 mm film projectors; 5 35 mm slide projectors, 2x2 tape or metal mounted (tape preferred). On 11x14 artwork, the critical area is 7x9. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services; Houston processing unit.

Color Equipment: Network, live film, slides. 2 RCA studio color cameras equipped with studio Zoomar lens and pedestal. 1 color film chain equipped with 2 RCA 16 mm film projectors and 1 color-corrected 35 mm slide projector. 1 RCA 3-V film camera.

Rates: Class AA one hour live $900, film $900. Minute spot live $225, film $225. ID rate $115.

Omaha: WOW-TV

Ch. 6. Owned by Meredith WOW, Inc. Address: Insurance Bldg. Zone 2. Phone: WEbster 3400. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Antenna: 510' above ground, 1,710' above sea level. Networks: CBS-TV (prim.). Am station WOW. Began operating August 29, 1949. Interconnected.

Representatives: National Blair-Tv, Washing attorneys, Haley, Wollenberg & Kenehan, consulting engineers A. D. Ring & Assoc.

Stockholders: Meredith Publishing Co. (100%). Payson Hall, director of radio & television and treasurer; C. Alfred Larson, assistant director of radio & television.

Executives:

Frank P. Fogarty, *vice president & general manager*
Lyle De Moss, *assistant general manager*
Fred Ebener, *national sales manager*
J. M. (Willie) Wilson, *local sales manager*
Bill McBride, *program director*
Bill Kotera, *director of engineering*
Glenn Flynn, *chief engineer*
Jim McGaffin, *news director*
Mal Hansen, *farm director*
Connie Cook, *women's director*
Jack Payne, *sports director*
Bob Froemming, *assistant program director*
Bob Seitzer, *promotion manager*
George Mirras, *sales development manager*

Services: News UP, AP, UP Unifax. Live studios, number 1, size of largest 75' x 43' x 25' (high), number live cameras 2 studio type RCA TK-10A, 1 studio Zoomar. Remote equipment: 1 mobile unit equipped with 2 RCA TK-30A, 1 RCA TK-31-A field cameras & 1 field Zoomar lens and associated video & audio switching equipment. 2 news mobiles equipped with telephones, relay transmitter, still & motion picture equipment, recording equipment.

Film & ID: 1 GE Synchrolite film camera; 2 RCA TP-6B film projectors; 1 RCA Vidicon; 1 RCA Iconoscope; Selectroslide; 1 35 mm Eastman slide projector, 1 Bodde Dual 2P-3AC rear screen projector, 9x12 screen. Film should be sent to Commercial Film—Traffic Operations Desk, Att.: Sally Van Dusen; Program Film—Operations Desk, Att.: Jo McCarthy. Film required 72 hrs. before telecast; slides 72 hrs., artwork 1 week. Film editing services; Houston Processor, 16 mm film.

Color Equipment: network.

STATIONS: NEV.-N. H.-N. J.

Rates: Class AA one hour live $900, film $900. Minute spot live $250, film $250. ID rate $115.

Scottsbluff: KSTF

Ch. 10. Satellite of KFBC-TV Cheyenne, Wyoming.

NEVADA

Henderson: KLRJ-TV

Ch. 2. Owned by Southwestern Publishing Co. Inc. Address: 4850 Henderson Hwy., Box 550. Phone: DUdley 2-1760-1-2. Authorized eff. rad. pow.: visual 12.2 kw, aural 6.3 kw. Operating pow: visual 12.2 kw, aural 6.3 kw. Antenna: 324' above ground, 2,134' above sea level. Networks: NBC-TV (prim.), ABC-TV. Am station KORK. Began operating January 17, 1955. Interconnected.

Representatives: National Avery-Knodel Inc., Washington attorneys Haley, Wollenberg & Kenehan, consulting engineers Robert Hammett.

Stockholders: Donald W. Reynolds, *president* (75%); A. E. Cohlan, *vice president & treasurer* (25%).

Executives:

Donald W. Reynolds, *president*
William D. Stiles, *general manager*
Allen W. Dunn, *national sales*
Ralph Johnson, *local sales*
Mark Smith, *operations manager*
David Rogers, *chief engineer*
Anne Gibb, *advertising director*

Services: News UP. Live studios, number 1, size of largest 50' x 70', number live cameras 2.

Film & ID: 2 16 mm film projectors; 1 35 mm 2x2 slide projector. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $330, film $275. Minute spot live $60, film $50. ID rate $30.

Las Vegas: KLAS-TV

Ch. 8. Owned by Las Vegas Television Inc. Address: 250 E. Desert Inn Rd. Phone: DUdley 2-6138. Authorized eff. rad. pow.: visual 55 kw, aural 27 kw. Operating pow: visual 55 kw, aural 27 kw. Antenna: 238' above ground, 2,310' above sea level. Networks: CBS-TV (prim.). Began operating July 1, 1955. Interconnected.

Representatives: National Weed Television Corp., Washington attorneys Welch, Mott & Morgen.

Stockholders: Herman M. Greenspun, *president;* J. Dewey Solomon, *vice president;* Harvey Luce; remainder have only approximately 5%.

Executives:

Herman M. Greenspun, *president*
Marian Y. Komar, *general manager*
Alex Gold, *sales manager*
Jim Hart, *program, news & farm director*
Harry Bartolomei, *chief engineer*
Chuck Hull, *sports director*

Services: News UP. Live studios, number 2, size of largest 60' x 40', number live cameras 2. Remote equipment: mobile unit complete with microwave, number remote cameras 2 RCA.

Film & ID: 2 16 mm film projectors; 1 2x2 Telejector; 2 2x2 Selectro-Slide slide projectors. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $250 plus 15%, film $250. Minute spot live $50 plus 15%, film $50. ID rate $25.

Las Vegas: KSHO-TV

Ch. 13. Owned by Television Company of America. Address: El Rancho Vegas Hotel. Phone: DUdley 2-8010. Authorized eff. rad. pow.: visual 11.1 kw, aural 5.55 kw. Antenna: 240' above ground, 2,256' above sea level. Network: ABC-TV. Began operating May 1956.

Representatives: National McGavern-Quinn.

Stockholders: Merv Adelson; Nate Adelson.

Executives:

Merv Adelson, *president*
Mike Schulman, *general manager*
Jay Cowen, *commercial manager*
Lee Peer, *operations manager*
Ed White, *chief engineer*
Alan Jarlson, *news director*
Judy Farmer, *women's director*

Services: News AP. Live studios, number 1, size of largest 30' x 30', number live cameras 2.

Film & ID: 2 Bell & Howell 16 mm SOF optical film projectors; 1 Selectroslide 2x2 slide projector. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services, visual only.

Rates: Class A one hour live $230. film $200. Minute spot live $46, film $40. ID rate $20.

Reno: KOLO-TV

Ch. 8. Owned by Nevada Radio-Television Inc. Address: 770 E. 5th. Phone: FAirview 3-0721. Authorized eff. rad. pow.: visual 11.53 kw, aural 6.05 kw. Operating pow: visual 11.53 kw, aural 6.05 kw. Antenna: 77' above ground. 9,767' above sea level. Networks: CBS-TV (prim.). ABC-TV, NBC-TV. Am station KOLO. Began operating September 26, 1953. Interconnected.

Representatives: National John E. Pearson Television Inc., Washington attorneys Haley, Wollenberg & Kenehan.

Stockholders: Donald W. Reynolds (50%); Southwestern Publishing Co. (50%).

Executives:

Donald W. Reynolds, *president*
Harry Huey, *general manager*
Lee D. Hirschland, *station manager*
Ed Cardinal, *program director*
Thomas Hughes, *chief engineer*
Roland Dubois, *news director*
Carol Guild, *women's director*
Russ Sheldon, *sports director*

Services: News UP, CBS, INS. Live studios, number 1, size of largest 50' x 50', number live cameras 1. Remote equipment: all audio equipment including 3 two-way broadcast remote units, number remote cameras 2 RCA.

Film & ID: 2 16 mm film projectors; 1 studio slide projector; 2 Spindler & Sauppe slide projectors, 2" slides. Film should be sent to Loran Logan. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services; all stills, and 16 mm film handled on request.

Rates: Class A one hour live $360, film $300. Minute spot live $72, film $60. ID rate $30.

NEW HAMPSHIRE

Manchester: WMUR-TV

Ch. 9. Owned by Radio Voice of New Hampshire Inc. Address: 1819 Elm St. Phone: 3-8061. Authorized eff. rad. pow.: visual 282 kw, aural 155 kw. Operating pow.: visual 282 kw, aural 155 kw. Antenna: 227' above ground, 1,513' above sea level. Networks: ABC-TV (prim.), CBS-TV, NBC-TV. Began operating March 28, 1954. Interconnected.

Representatives: National Forjoe-Tv Inc., Washington attorneys Miller & Schroeder, consulting engineers Gautney & Jones.

Stockholders: Francis P. Murphy, president & treasurer (100%).

Executives:

Francis P. Murphy, *president*
Norman A. Gittleson, *executive vice president & general manager*
Gordon E. Moore, *sales manager*
Warren S. Park, *program director*
Charles Halle, *chief engineer*
Tom Power, *news director*
Gus Bernier, *farm director*
Ernie Saunders, *sports director*

Services: News UP. Live studios, number 2, size of largest 23' x 35', number live cameras 2.

Film & ID: 2 16 mm film projectors; 1 special opaque projector, 3x4 to 8x10; 2 2x2 slide projectors, 1⅛x27/32 slide. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services; Bridgamatic Jr. 16 mm processor.

Rates: Class AA one hour live $700, film $700. Minute spot live on request, film $140. ID rate $70.

Mt. Washington: WMTW

(See Poland Spring, Maine)

NEW JERSEY

Newark-New York, N.Y.: WATV

Ch. 13. Owned by Atlantic Tele Vision. Address: 515 Madison Ave., New York. Phone: MItchell 2-6400. Authorized eff. rad. pow.: visual 178 kw, aural 89.1 kw. Antenna: 1,200' above ground, 1,251' above sea level. Am & fm stations WAAT. Began operating January 27, 1948.

Representatives: National Forjoe Tv Inc., Washington attorneys Segal, Smith & Hennessey.

Stockholders: Matthew B. Rosenhaus, *chairman* (10.9%); Irving R. Rosenhaus, *president* (22.7%); Frank V. Bremer, *vice president* (4.7%); Edmund S. Lennon, *vice president;* Emanuel Pollack, *secretary* (13.5%); Jerome Cossman, *treasurer;* Marcia Brezin (12.96%); Morton Pollack (13.5%); Sarah Rosenhaus (11.3%); 3 others, none owning more than 4.7%.

Executives:

Irving R. Rosenhaus, *president & general manager*
Frank V. Bremer, *vice president in charge of engineering*

Edmund S. Lennon, *vice president*
Edward L. Cossman, *director of sales*
Sydney Kavaleer, *tv sales manager*
George Green, *program director*
William Davis, *merchandising director*
Robert Paskow, *film director*
Ralph Amatrudi, *art director*
Grace Reese, *traffic director*
Robert Macdougall, *public relations director*
Herb Green, *sales promotion & publicity director*
Henry Dabrowski, *technical engineering director*

Rates: Class A one hour $1,500. Minute spot $300. ID rate $150.

NEW MEXICO

Albuquerque: KGGM-TV

Ch. 13. Owned by New Mexico Broadcasting Co. Inc. Address: Box 1294, 1414 Coal Ave. S.W. Phone: CHapel 3-2285. Authorized eff. rad. pow.: visual 89.1 kw, aural 44.6 kw. Operating pow: visual 89.1 kw, aural 44.6 kw. Antenna: 143′ above ground, 10,791′ above sea level. Networks: CBS-TV (prim.). Am station KGGM. Began operating September 24, 1953.

Representatives: National The Branham Co., Washington attorneys Dempsey & Koplovitz, consulting engineers A. Earl Cullum Jr.

Stockholders: A. R. Hebenstreit, *president* (62.79%); S. P. Vidal, *vice president* (21.18%); N. M. Switzer, *secretary-treasurer;* Gallup-Gamerco Coal Co. (5.26%); Maurice Liberman (5.3%); Clinton P. Anderson (5.26%); 4 others less than 1% each. Also owns KVSF Santa Fe.

Executives:
A. R. Hebenstreit, *president & general manager*
R. C. "Dusty" Rhoads, *commercial manager*
Bob Van Driel, *program director*
Leonard Dodds, *chief engineer*
Vergie Abeyta, *traffic & national sales manager and women's director*
Gene Osborn, *sports director*
Jim Laramore, *promotion manager*
Stretch Sherer, *film editor*

Services: News AP, CBS-TV news film. Live studios, number 2, size of largest 50′ x 36′, number live cameras 2.

Film & ID: 2 16 mm film projectors; 1 35 mm slide projector, tape or metal mounted (tape preferred). Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network.

Rates: Class AA one hour live $400. Minute spot live $85. ID rate $45.

Albuquerque: KOAT-TV

Ch. 7. Owned by Alvardo Television Co. Inc. Address: 122 Tulane Dr. S.E. Phone: 5-8716. Authorized eff. rad. pow.: visual 87 kw, aural 44.12 kw. Antenna: 282′ above ground, 10,876′ above sea level. Networks: ABC-TV (prim.). Began operating October 3, 1953. Non-interconnected.

Representatives: National The Bolling Co. Inc., Washington attorneys Cohn & Marks, consulting engineers John H. Mullaney.

Stockholders: Clinton D. McKinnon, *president;* others.

Executives:
Clinton D. McKinnon, *president*
William F. MacCrystall, *general manager*
Howard Morgan, *program director*
James H. Sharman, *chief engineer*
Bill Sexton, *news director*

Services: News UP. Live studios, number 2, number live cameras 2, number remote cameras 1.

Film & ID: 2 16 mm film projectors; 2 2x2 tape or metal mounted slide projectors, safe viewing area standard dimensions; 2 4x5 Balops. Film should be sent to Film Director. Film required 48 hrs. before telecast; slides 48 hrs. Film editing services.

Rates: Class A one hour live $300, film $300. Minute spot live $44, film $44. ID rate $22.

Albuquerque: KOB-TV

Ch. 4. Owned by KSTP Inc. Address: 1430 Coal Ave. S.W. Phone: CHapel 3-4411. Authorized eff. rad. pow.: visual 10.2 kw, aural 5.13 kw. Operating pow: visual 10.2 kw, aural 5.13 kw. Antenna: 183′ above ground, 10,833′ above sea level. Networks: NBC-TV (prim.). Am station KOB. Began operating October 1948. Interconnected.

Representatives: National Edward Petry & Co. Inc., Washington attorneys Spearman & Roberson, consulting engineers A. J. Ring & Assoc.

Stockholders: KSTP Inc. (100%). See KSTP-TV St. Paul-Minneapolis, Minn.

Executives:
Stanley E. Hubbard, *president*
George S. Johnson, *general manager*
Rolf S. Nielsen, *commercial manager*
Al Jarrett, *program director*
Dorothy B. Smith, *sales coordinator*
Tom Doyle, *news director*
Marge White, *women's director*
Frank Joyce, *sports director*

Services: News UP, INS. Live studios, number 2, size of largest 30′ x 50′, number live cameras 3. Remote equipment: complete remote truck with facilities, number remote cameras 2.

Film & ID: 2 RCA 16B film projectors; 2 35 mm Selectroscope slide projectors. Film should be sent to Att: Bill Williams, Film Director. Film required 24 hrs. before telecast; slides 24 hrs., artwork 48 hrs. Film editing services; film processing, Houston processor, fully equipped photo lab to process positive or negative films.

Color Equipment: network.

Rates: Class A one hour live $410, film $410. Minute spot live $85, film $85. ID rate $42.50.

Carlsbad: KAVE-TV

Ch. 6. Owned by Voice of the Caverns Inc. Address: 2907 W. Church St. Phone: TUxedo 5-4101. Authorized eff. rad. pow.: visual 12 kw, aural 6 kw. Operating pow: visual 12 kw, aural 6 kw. Antenna: 341′ above ground, 3,691′ above sea level. Networks: CBS-TV (prim.), ABC-TV, NBC-TV. Am station KAVE. Began operating August 24, 1956.

Representatives: National The Branham Co., Washington attorneys Philip M. Baker, consulting engineers John H. Battison.

Stockholders: Nancy H. Battison, president (76%); Charles D. Cole, vice president (3%); Edward P. Talbott—chief engineer of KROD-TV El Paso—(16%); Philip M. Baker (5%).

Executives:
N. H. Battison, *president*
John H. Battison, *general manager*
Jack Rathbun, *program director*
Bill Carnahan, *chief engineer*
Jim Cooper, *new director*
Honey Marshall, *women's director*
Don Husted, *sports director*

Services: News AP. Live studios, number 1, size of largest 30′x30′, number of live cameras 1.

Remote Equipment: 1 camera chain.

Film & ID: 2 16 mm film projectors; slide projectors, 2x2. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 7 days. Film editing services; 16 mm.

Rates: Class A one hour live $150, film $150. Minute spot live $30, film $30. ID rate $15.

Clovis: KICA-TV

Ch. 12. Owned by KICA Inc. Address: 1000 Sycamore St. Phone: POrter 3-5511. Authorized eff. rad. pow.: visual 30.2 kw, aural 16.2 kw. Operating pow: visual 30.2 kw, aural 16.2 kw. Antenna: 240′ above ground, 4,495′ above sea level. Networks: CBS-TV (prim.). ABC-TV. Am station KICA. Began operating December 2, 1956.

Representatives: National John E. Pearson Television Inc., Washington attorneys Prince, Taylor & Crampton, consulting engineers John H. Mullaney.

Stockholders: Frank Lesley, president (50%); Mae Strauss, secretary (50%).

Executives:
Frank Lesley, *president*
Gene P. Loffler, *vice president & general manager*
Jim Richardson, *commercial manager*
Bud LeRoy, *program director*
M. S. O'Dell, *chief engineer*

Services: News AP. Live studios, number 1, number live cameras 2.

Film & ID: 2 16 mm film projectors; 1 35 mm slide projector. Film should be sent to film director. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services; slides only processed.

Rates: Class A one hour live $150, film $150. Minute spot live $30 plus ct. chg., film $30. ID rate $15.

Roswell: KSWS-TV

Ch. 8. Owned by John A. Barnett. Address: 1717 W. 2nd St. Phone: MAin 2-6450. Authorized eff. rad. pow.: visual 316 kw, aural 160 kw. Antenna: 1,610′ above ground, 6,086′ above sea level. Networks: NBC-TV, CBS-TV, ABC-TV. Am station KSWS. Began operating June 24, 1953.

Representatives: National The Meeker Co. Inc., regional Clyde Melville (southwest), Washington attorneys Koteen & Burt, consulting engineers Gautney & Jones.

Stockholders: John A. Barnett (100%).

Executives:
John A. Barnett, *general manager*
W. L. Shackelford, *assistant general manager*
Paul B. McEvoy, *sales manager*
Owen Mocre, *production director*
Ray Summersgill, *chief engineer*

Rates: Class A one hour $250. Minute spot $50. ID rate $25.

NEW YORK

Albany: W-TEN

Ch. 10. Formerly WCDA-B-C. Owned by Capital Cities Television Corp. Address: Box 10. Zone 1. Phone: 3-2225 Albany, BRidge 1-2345 Troy. Authorized eff. rad. pow.: visual 145 kw, aural 72.5 kw. Antenna: 1,353' above ground, 2,173' above sea level. Networks: CBS-TV (prim.). Am station WROW. Began operating December 1, 1957.

Representatives: National Harrington, Righter & Parsons Inc., Washington attorneys Hogan & Hartson, consulting engineers George C. Davis.

Executives:
Frank M. Smith, *president & managing director*
Thomas S. Murphy, *general manager*
William J. Lewis, *sales manager*
Harry L. Goldman, *promotion & merchandising manager*
Charles G. Pogan, *director of operations*
Charles R. Heisler, *chief engineer*

Rates: Class A one hour $900. Minute spot $150. ID rate $75. Include satellite Ch. 19 Adams, Mass.

Albany: WTRI

Ch. 35. Owned by Van Curler Broadcasting Corp. Address: Box #4035. Zone 4. Phone: ALbany 5-5291; AShley 4-3414, Troy. Authorized eff. rad. pow.: visual 380 kw, aural 85.2 kw. Operating pow: visual 380 kw, aural 85.2 kw. Antenna: 543' above ground, 1,503' above sea level. Networks: ABC-TV (prim.). Began operating June 15, 1956. Interconnected.

Representatives: National Venard, Rintoul & McConnell Inc., Washington attorneys Arnold, Fortas & Porter, consulting engineers Lohns & Culver.

Stockholders: Stanley Warner Corp. (100%).

Executives:
S. H. Fabian, *president*
William A. Riple, *general manager*
Fred D. Shavor, *program director*
Stephen J. Stanley, *chief engineer*
Dave Sauter, *news & sports director*

Services: News UP. Live studios, number 2, size of largest 45'x65', number live cameras 2.

Film & ID: 2 16 mm film projectors; 2 2x2 Spindler & Sauppe, slide projectors. Film should be sent to Fred D. Shavor, Program Director. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services.

Rates: Class A one hour live $400, film $400. Minute spot live $75, film $75. ID rate $37.50.

Binghamton: WNBF-TV

Ch. 12. Owned by Triangle Publications Inc. Radio and Tv Div. Address: One Henry St. Phone: Binghamton 3-7311. Authorized eff. rad. pow.: visual 166 kw, aural 83 kw. Operating pow: visual 166 kw, aural 83 kw. Antenna: 785' above ground, 2,546' above sea level. Networks: CBS-TV (prim.), NBC-TV, ABC-TV. Am station WNBF. Began operating December 1949. Interconnected.

Representatives: National Blair-Tv Inc., Washington attorneys Lyon, Wilner & Bergson, consulting engineers Jansky & Bailey.

Stockholders: Triangle Publications Inc. (100%).

Executives:
George R. Dunham, *general manager*
Andrew G. Hubbell, *television sales manager*
Russ Baker, *operations manager*
Sherman Egan, *chief engineer*
E. William Farneti, *business manager*
Edward H. Benedict, *director of national sales*

Services: News UP Newswire, Radiowire, Newsfilm, INS pictures. Live studios, number 2, size of largest 40' x 20', number live cameras 4.

Film & ID: 3 16 mm film projectors; 2 2x2 automatic slide projectors. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; Houston 16 mm.

Color Equipment: network.

Rates: Class AA one hour live $1,000, film $1,000. Minute spot live $225, film $225. ID rate $100.

Binghamton: WINR-TV

Ch. 40. Owned by Binghamton Press Company Inc. Address: 70 Henry St. Phone: 4-4318. Authorized eff. rad. pow.: visual 1,070 kw, aural 535 kw. Operating pow: visual 1,070 kw, aural 535 kw. Antenna: 509' above ground, 1,949' above sea level. Networks: NBC-TV (prim.), ABC-TV. Am station WINR. Began operating November 1, 1957. Interconnected.

Representatives: National George P. Hollingbery Co., Washington attorneys Dow, Lohnes & Albertson, consulting engineers Lohnes & Culver.

Stockholders: Gannett Co. Inc. (100%).

Executives:
Dale Taylor, *general manager*
Victor Ludington Jr., *commercial manager*
A. W. Densmore, *program director*
G. Ricciardelli, *chief engineer*
Tom Cawley, *news director*
Jim Adelson, *sports director*
Joseph Leeming, *publicity manager*

Services: News UP. Live studios, number 1, size of largest 40' x 25' x 15', number live cameras 2.

Film & ID: 2 16 mm film projectors; 1 2x2 slide projector. Film should be sent to Program Director. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs.

Color Equipment: network.

Rates: Class A one hour live $300, film $60.

Buffalo: WBEN-TV

Ch. 4. Owned by WBEN Inc. Address: Hotel Statler. Zone 2. Phone: MOhawk 0930. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Antenna: 1,001' above ground, 2,641' above sea level. Network: CBS-TV (prim.). Am station WBEN. Began operating May 14, 1948.

Representatives: National Harrington, Righter & Parsons, Washington attorneys Spearman & Roberson, consulting engineers A. Earl Cullum.

Stockholders: Buffalo Evening News (100%).

Executives:
Alfred H. Kirchhofer, *president*
C. Robert Thompson, *general manager*
George R. Torge, *station manager*
N. J. Malter, *commercial manager*
Fred Keller, *program director*
Ralph J. Kingsley, *technical director*
Glenn Beerbower, *assistant technical director*
Joseph A. Haeffner, *publicity director*
James Christensen, *executive producer*

Services: News AP, UP, INS, Reuters. Live studios, number 2, size of largest 44'x22', number live cameras 2.

Remote equipment: complete mobile RCA equipment, number remote cameras 2.

Film & ID: 2 RCA 16 mm, 2 Eastman 16 mm, 1 Vidicon 16 mm film projector; 2 35 mm 2x2 Spindler & Sauppe slide projectors, scanned area: 21x28 mm. Film should be sent to Quintin Renner Sr. Film required 24 hrs. before telecast; slides 24 hrs., artwork 36 hrs. Complete film editing services.

Color Equipment: network, live, film, slides. 1 RCA studio color camera equipped with studio zoomar lens. 1 RCA Flying Spot camera for 2x2 slides. 1 RCA 3 Vidicon color camera, 16 mm RCA color film projector and Gray telejector for 2x2 slides.

Rates: Class A one hour live $1,050, film $1,050. Minute spot live $195, film $195. ID rate $95.

Buffalo: WBUF

Ch. 17. Owned by National Broadcasting Co. Address: 2077 Elmwood Ave. Zone 7. Phone: VIctoria 8300. Authorized eff. rad. pow.: visual 1,000 kw, aural 500 kw. Operating pow: visual 1,000 kw, aural 500 kw. Antenna: 742' above ground, 1,349' above sea level. Networks: NBC-TV (prim.). Began operating August 17, 1953. Interconnected.

Representatives: National NBC Spot Sales.

Stockholders: National Broadcasting Co. Inc. (100%).

Executives:
Charles C. Bevis, *general manager*
William B. Decker, *sales manager*
William L. Callaway, *business manager*
Frank Harms, *program manager*
George Lenfest, *operations manager*
Patrick Higgins, *director of news & special events*

Services: News UP. Live studios, number 2, size of largest 22' x 53', number live cameras 3. Remote equipment: 2 complete field chains, number remote cameras 2.

Film & ID: 16 mm TP6 GPL film projectors; 2x2 slide projectors. Film should be sent to R. D. McLarty. Film required 72 hrs. before telecast; slides 48 hrs., artwork 24 hrs. Film editing services, complete 16 mm.

Color Equipment: network.

Rates: Class A one hour live on request, film $650. Minute spot live on request, film $135. ID rate $60.

Buffalo: WGR-TV

Ch. 2. Owned by Transcontinent Television Corp. Address: 184 Barton St. Zone 13. Phone: SU 7115. Authorized eff. rad. pow.: visual 100 kw, aural 66.1 kw. Operating pow: visual 100 kw, aural 66.1 kw. Antenna: 436' above ground, 1,049 above sea level. Networks: ABC-TV (prim.), CBS-TV. Am station WGR. Began operating August 14, 1954. Interconnected.

Representatives: National Peters, Griffin, Woodward, Inc., Washington attorneys Covington & Burling, consulting engineers George C. Davis.

Stockholders: Paul A. Schoellkopf Jr., *chairman of board;* J. Fred Schoellkopf IV,

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TA3

chairman of executive committee; David G. Forman, *chairman of administrative & finance committee;* David C. Moore, *president;* Clifford M. Kirtland Jr., *treasurer & controller;* Felix L. Piech, *secretary;* George F. Goodyear, *director;* Seymour H. Knox III, *director;* Arthur Victor Jr., *director;* William Lutz, *director;* Miss Virginia Deuel; Norma Deuel Lutz; General Railway Signal Co.; others.

Executives:

David C. Moore, *president*
Van Beuren W. DeVries, *station manager*
G. Paschall Swift, *commercial manager*
Paul M. Sciandra, *program director*
Karl B. Hoffman, *vice president in charge of engineering*
E. R. Kirshenstein, *chief accountant*
C. M. Kirtland Jr., *treasurer & controller*
Helen Neville, *women's director*
Jack Dosdourian, *production manager*

Services: News UP, INS. Live studios, number 1, size of largest 60' x 45', number live cameras 3.

Film & ID: 4 16 mm film projectors; 2 2x2 slide projectors. Film should be sent to Film Supervisor. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; dip tanks, 16 mm film handled.

Color Equipment: network.

Rates: Class AA one hour live $1,200, film $1,200. Minute spot live $225, film $225. ID rate $110.

Carthage-Watertown: WCNY-TV

Ch. 7. Owned by The Brockway Co. Address: Arcade St., Watertown. Phone: 410 studio, 2930 sales office, 27 executive offices. Authorized eff. rad. pow.: visual 178 kw, aural 95.5 kw. Operating pow: visual 178 kw, aural 95.5 kw. Antenna: 574' above ground, 1,696' above sea level. Networks: CBS-TV (prim.), ABC-TV. Am stations WWNY Watertown, WMSA Massena. Began operating October 22, 1954. Interconnected.

Representatives: National Weed Television Corp., regional Andy McDermott Radio & Tv Sales (Toronto, Montreal), Washington attorneys Fisher, Wayland, Duvall & Southmayd, consulting engineer George C. Davis.

Stockholders: John B. Johnson (86.4%); estate of Jessie R. Johnson (13.6%).

Executives:

John B. Johnson, *president*
Louis Saiff Jr., *general manager*
James W. Higgins, *director of television*
Alfred M. Tauroney, *commercial manager*
David M. Graves, *program manager*
Michael R. Yonkovig, *chief engineer*
Donald K. Hopkins, *news director*
Mrs. Dorothy Parr, *women's director*
John G. Case, *sports director*
Norma J. Pitkin, *national traffic*
Mrs. Loretta Rich, *local traffic*

Services: News UP. Live studios, number 1, size of largest 21' x 36', number live cameras 1.

Film & ID: 1 16 mm film projector; 2x2 slide projector. Film should be sent to John LaLiberte. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services.

Rates: Class A one hour live $250, film $250. Minute spot live $61, film $50. ID rate $25.

Elmira: WSYE-TV

Ch. 18. Satellite of WSYR-TV Syracuse.

New York: WABC-TV

Ch. 7. Owned by American Broadcasting Co., a division of American Broadcasting-Paramount Theatres Inc. Address: 7 W. 66th St. Zone 23. Phone: SUsquehanna 7-5000. Authorized eff. rad. pow.: visual 110 kw, aural 55 kw. Operating pow: visual 110 kw, aural 55 kw. Antenna: 1,465' above ground, 1,515' above sea level. Networks: ABC-TV (prim.). Am station WABC. Began operating August 10, 1948. Interconnected.

Representatives: National Blair-TV, Washington attorneys McKenna & Wilkinson, consulting engineers Kear & Kennedy.

Stockholders: American Broadcasting Co. (100%).

Executives:

Leonard H. Goldenson, *president*
Robert L. Stone, *vice president in charge* WABC-TV
Joseph Stamler, *sales manager*
A. L. Hollander Jr., *program director*
G. Edward Hamilton, *chief engineer*
Gordon Kunz, *production manager*
Takashi Kako, *film director*

Services: News AP, INS. Live studios, number 2, size of largest 26' x 33', number live cameras 7. Remote equipment: 3 mobile units, number remote cameras 11.

Film & ID: 4 16 mm, 2 35 mm film projectors; 3 2x2 tape mounted slide projectors, safe viewing area $\frac{23}{32}$x$\frac{15}{16}$. Film should be sent to Takashi Kako, Film director. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Rates: Class A one hour live $4,150, film $4,150. Minute spot live $825, film $825. ID rate $450.

New York: WABD

Ch. 5. Owned by Du Mont Broadcasting Corp. Address: 205 E. 67th St. Phone: LEhigh 5-1000. Authorized eff. rad. pow.: visual 37.1 kw, aural 18.6 kw. Operating pow: visual 37.1 kw, aural 18.6 kw. Antenna: 1,465' above ground, 1,515' above sea level. Am station WNEW. Began operating May 2, 1944.

Representatives: National Weed Television Corp., consulting engineers Lohnes & Culver.

Stockholders: Paramount Pictures Corp. (21.75%); Jones, Kreeger & Hewitt (14.9%); Richard D. Buckley (9.85%); approximately 7,000 others, none of whom owns more than 3%.

Executives:

Bernard Goodwin, *president*
Richard D. Buckley, *vice president in charge of programming & sales*
Bennet H. Korn, *vice president & station manager*
Richard L. Geismar, *executive assistant to the president*
William D. Kelly, *chief engineer*
John M. Grogan, *program manager*
Milton Robertson, *executive producer*
Jack Lynn, *manager of film programs & film buyer*
Merle E. Bredwell, *film production manager*
Leonard Zweig, *director of news & special events*
Bernard Zeidman, *traffic manager*
David Yarnell, *publicity director*
Kenneth Klein, *director of advertising & promotion*
Mary L. McKenna, *director of research, sales & development*

Services: News INS. Live studios, number 3, size of largest 71' x 42' x 26' high, number live cameras 3 per studio. Remote equipment: Du Mont Telecruiser, number remote cameras 3 Image Orthicon chains.

Film & ID: 3 16 mm, 2 35 mm, 2 studio rear screen 4x5 film projectors; 5 opaque projectors 4x5 (4x5, max. ⅛ black border, printed area 3x4; 5 2x2 slide projectors, background area $1\frac{11}{32}$x$\frac{29}{32}$, printed area $\frac{15}{16}$x$\frac{11}{16}$, vertical height of lettering not less than $\frac{1}{32}$. Film should be sent to Betty Shepherd (commercials), all other to Jack Lynn, except public service film to Jeremy Tacher. Film required 96 hrs. before telecast; slides 96 hrs., artwork 96 hrs. Film editing services, positive stock only.

Color Equipment: network, film, slides. Continuous TVR (Teletranscription).

Rates: Class A one hour live $3,000 plus facilities as needed, film $3,000. Minute spot live $300, film $300. ID rate $120.

New York: WATV (See Newark, New Jersey)

New York: WCBS-TV

Ch. 2. Owned by Columbia Broadcasting System Inc. Address: 485 Madison Ave. Zone 22. Phone: PLaza 1-2345. Authorized eff. rad. pow.: visual 42 kw, aural 21 kw. Operating pow.: visual 42 kw, aural 21 kw. Antenna: 1,465' above ground, 1,515' above sea level. Networks: CBS-TV (prim.). Am & fm stations WCBS. Began operating July 1, 1941. Interconnected.

Representatives: National CBS Television Spot Sales, Washington attorneys Rosenman, Goldmark, Colin & Kaye, engineers CBS Television General Engineering Department.

Stockholders: Columbia Broadcasting System Inc. (100%).

Executives:

Dr. Frank Stanton, *president CBS, Inc.*
Merle S. Jones, *president, CBS Television Division*
Craig Lawrence, *vice president, CBS Television Division, in charge of company owned stations*
Sam Cook Digges, *general manager WCBS-TV*
Frank Shakespeare, *general sales manager*
Clarence Worden, *assistant to the general manager*
Hal Hough, *program director*
Robert G. Thompson, *television director CBS technical operations*
Robert G. Patt, *advertising & sales promotion manager*
William C. Lacey, *manager of film department*
Dan Gallagher, *assistant program director & production manager*
Robert Fuller, *publicity director*
Marion Lonsberry, *operations manager*

Services: News AP, UP, INS, CBS Television Newsfilm. Live studios, number 17. size of largest 98'x100', number live cameras 69. Remote equipment: 4 microwave links, 2 remote buses, 6 wireless mikes, number remote cameras 9.

Film & ID: 9 35 mm, 7 16 mm film projectors; 5 Telop slide projectors; safe copy area 2¼x3¼ on 4x5 double weight photographic paper. Film should be sent to

Operations Desk. Film required 5 days before telecast; slides 5 days, artwork 2 weeks. Film editing services.

Color Equipment: network, live, film slides (2x2 transparent).

Rates: Class A one hour live $7,500, film $7,500. Minute spot live $1,500, film $1,500. ID rate $750.

New York: WOR-TV

Ch. 9. Owned by RKO Teleradio Pictures Inc. Address: 1440 Broadway. Phone: Longacre 4-8000. Authorized eff. rad. pow.: visual 129 kw, aural 64.6 kw. Antenna: 1,240′ above ground, 1,290′ above sea level. Networks: Am & fm stations WOR. Began operating October 5, 1949.

Representatives: National WOR-TV Sales, regional H-R Television Inc. (West Coast), Washington attorneys Pierson, Ball & Dowd.

Stockholders: RKO Teleradio Pictures Inc.—subsidiary of General Tire & Rubber Co. T. F. O'Neil, president; J. Glen Taylor, vice president; Willet H. Brown, vice president; Gordon Gray, vice president; Robert A. S. Schmid, vice president; George N. Steffy, vice president; Norman S. Knight, vice president; Robert Leder, vice president; John B. Poor, vice president; Wendell B. Campbell, national sales vice president; Robert Mamby, vice president; Patrick J. Winkler, assistant secretary & general auditor.

Executives:
T. F. O'Neil, *president*
Gordon Gray, *executive vice president & general manager*
Seymour Handy, *executive assistant*
William P. Dix Jr., *assistant general manager, charge of sales*
George Jeneson, *director sales midwest*
Lewis Dawson, *merchandising director*
Clifford A. Frohnhoefer, *WOR division controller*
Frank Kizis, *sales service manager*
Robert M. Hoffman, *director of promotion & planning*
James Yergin, *presentations manager*
Richard A. Jackson, *public relations director*
Irene Moran, *press editor*
Robert J. Sullivan, *advertising director*
George Brown, *news director*
Ivan Reiner, *program director*
Ted Steele, *musical director*
Harry Tilley, *chief engineer*
Daniel German, *film director*

Rates: Class A one hour $2,000. Minute spot $500. ID rate $200.

New York: WPIX

Ch. 11. Owned by WPIX Inc. Address: 220 E. 42nd St. Phone: MUrray Hill 2-6500. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow: visual 100 kw, aural 50 kw. Antenna: 1,464′ above ground, 1,515′ above sea level. Began operating June 15, 1948. Interconnected.

Representatives: National Peters, Griffin, Woodward, Inc., Washington attorneys Kirkland, Fleming, Green, Martin & Ellis, consulting engineers A. D. Ring & Assoc.

Stockholders: News Syndicate Co. Inc. (100%).

Executives:
F. M. Flynn, *president*
Fred M. Thrower, *vice president & general manager*
Leavitt J. Pope, *vice president in charge of operations*
T. E. Mitchell, *vice president & controller*
John A. Patterson, *sales manager*
Walter Engles, *news & live program manager*
William L. Cooper, *film program manager*
Otis Freeman, *chief engineer*
Frank Tuoti, *research, advertising & promotion director*
Thomas P. Robinson, *sales business manager*

Services: News UP. Live studios, number 2, size of largest 50′x50′, number live cameras 2.

Remote equipment: 2 RCA trucks number remote cameras 8.

Film & ID: 3 35 mm, 3 16 mm film projectors; 3 2x2 slide projectors. Film should be sent to WPIX Operations. Film required programs 72 hrs., commercials 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $2,000, film $2,000. Minute spot live $500, film $500. ID rate $175.

New York: WRCA-TV

Ch. 4. Owned by National Broadcasting Co. Inc. Address: 30 Rockefeller Plaza. Zone 20. Phone: CIrcle 7-8300. Authorized eff. rad. pow.: visual 25.7 kw, aural 12.9 kw. Operating pow: visual 25.7 kw, aural 12.9 kw. Antenna: 1,465′ above ground, 1,490′ above sea level. Networks: NBC-TV (prim.). Am & fm stations WRCA. Began operating July 1, 1941.

Representatives: National NBC Spot Sales, New York attorneys Cahill, Gordon, Reindel & Ohl.

Stockholders: NBC is wholly owned subsidiary of RCA.

Executives:
William N. Davidson, *general manager*
Max Buck, *director of marketing*
Fred Acker, *business manager*
Jay Heitin, *director of sales*
James Barry, *sales manager*
George Heinemann, *director of programs*
Peter Affe, *director of operations*
Milton Kraemer, *manager of advertising & promotion*
Joseph Murphy, *manager of merchandising*
John O'Keefe, *manager of publicity*
Gabe Pressman, *manager news programs*
Albert Odeal, *manager film procurement*
Patricia Farrar, *manager religious & educational programs*
Alvin Perlmutter, *manager special events*

Color Equipment: network, live, film, slides.

Rates: Class A one hour $4,500. 20 sec. spot live $1,100. ID rate $550.

Plattsburgh: WPTZ

Ch. 5. Owned by Rollins Broadcasting-Telecasting of N.Y. Inc. Address: 357 Cornelia St. Phone PLattsburgh 3070. Authorized eff. rad. pow.: visual 20 kw, aural 12 kw. Operating pow: visual 20 kw, aural 12 kw. Antenna: 183′ above ground, 2,264′ above sea level. Networks: NBC-TV (prim.), ABC-TV. Began operating December 8, 1954. Interconnected.

Representatives: National Blair Television Assoc. Inc., regional Andy McDermott (Canada), Washington attorneys Cohn & Marks, consulting engineers Russell Chambers.

Stockholders: O. Wayne Rollins (50%); John W. Rollins (45%); Katherine Rollins —wife of John W.—(5%). Also owns WJWL Georgetown, Del., WAMS Wilmington, Del., WRAP Norfolk, Va., WNJR Newark, N.J., WBEE Harvey, Ill., KATZ St. Louis, Mo., WGEE Indianapolis, Ind.

Executives:
O. Wayne Rollins, *president*
George Baren Bregge, *general manager, commercial manager, & film buyer*
Al Cahill, *program director & sports director*
Joseph Missick, *chief engineer*
Dick Ford, *news director*
Jean Schiffler, *women's director*

Services: News AP, UP Unifax. Live studios, number 1, size of largest 40′x40′, number live cameras 2.

Film & ID: 2 16 mm film projectors; telop 4x5 cards, safe viewing area 4⅛x3⅛; 2 2x2 standard slide projectors, 2x2 tape or metal mounted (prefer tape). Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $400, film $400. Minute spot live $80. ID rate $40.

Rochester: WHEC-TV

Ch. 10. Owned by WHEC Inc. Address: 40 Franklin St. Phone: BAker 5-6740. Authorized eff. rad. pow.: visual 123 kw, aural 66 kw. Antenna: 270′ above ground, 950′ above sea level. Networks: CBS-TV, ABC-TV. Am station WHEC. Began operating November 1, 1953.

Representatives: National Everett-McKinney Inc., Washington attorneys Dow, Lohnes & Albertson.

Stockholders: Gannett Co. Inc. (100%).

Executives:
C. Glover DeLaney, *vice president & general manager*
Lowell MacMillan, *assistant general manager*
LeMoine Wheeler, *general sales manager*
William Adams, *program director*
Warren Wightman, *production director*
Dorothy Cotton, *women's program director*
R. K. Blackburn, *technical director*

Rates: Class A one hour $800. Minute spot $150. ID rate $75.

Rochester: WROC-TV

Ch. 5. Owned by Transcontinent Television Corp. Address: 201 Humboldt St. Phone: BUtler 8-8400. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow: visual 17 kw, aural 8.51 kw. Antenna: 353′ above ground, 1,033′ above sea level. Networks: NBC-TV (prim.), ABC-TV. Began operating June 11, 1949. Interconnected.

Representatives: National Peters, Griffin, Woodward, Inc., Washington attorneys Covington & Burling.

Stockholders: Paul A. Schoellkopf Jr., chairman of board; J. Fred Schoellkopf IV. chairman of executive committee; David G. Forman, chairman of administrative & finance committee; David C. Moore, president; Clifford M. Kirtland Jr., treasurer & controller; Felix L. Piech, secretary; George F. Goodyear, director; Seymour H. Knox III, director; Arthur Victor Jr., director; William Lutz, director; Miss Virginia Deuel; Norma

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Executives:
David C. Moore, *president*
Gunnar O. Wiig, *general manager*
J. W. Kennedy Jr., *assistant general manager*
A. N. Bender, *sales manager*
Charles W. Siverson, *program director*
Kenneth J. Gardner, *chief engineer*
Jack Hooley, *news director*
Ann Rogers, *women's director*

Services: News AP. Live studios, number 1, size of largest 42'x44', number live cameras 4. Remote equipment: complete mobile unit, number remote cameras 4.

Film & ID: 2 Eastman Kodak 16 mm film projectors; 2 automatic 2x2 slide projectors, transmitted picture 1 1/8x27/32. Film should be sent to David D. Manning. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $800, film $700. Class AA minute spot live $200, film $175. ID rate 50% one time rate.

Rochester: WVET-TV

Ch. 10. Owned by Veterans Broadcasting Co. Address: 17 South Clinton Ave. Zone 4. Phone: HAmilton 6-4820. Authorized eff. rad. pow.: visual 123 kw, aural 66.1 kw. Operating pow: visual 123 kw, aural 66.1 kw. Antenna: 353' above ground, 1,033' above sea level. Networks: CBS-TV (prim.), ABC-TV Am station WVET. Began operating November 1, 1953. Interconnected.

Representatives: National The Bolling Co. Inc., Washington attorneys Spearman & Roberson, consulting engineers Page, Creutz, Steel & Waldschmidt.

Stockholders: E. F. Lyke (7.7%); H. W. Bennett (4.8%); W. B. Maillefert (4.8%); Hal James (4.8%); F. W. Geib (3.8%); John S. Houseknecht (3.4%); Frank W. Lovejoy(3%); and others.

Executives:
Ervin F. Lyke, *president & general manager*
Arthur Murrellwright, *general sales manager*
Paul C. Louther, *vice president and program director*
Raymond Jobes, *chief engineer*
Tom Decker, *news editor*
Art Cook, *film buyer*
Don Kallock, *promotion manager*

Services: News UP. Live studios, number 1, size of largest 30'x35', number live cameras 2 GE.

Film & ID: 2 GE Eastman & 1 DuMont Cinecon film projectors; 1 Telojector, 1 DuMont 2x2 slide projectors. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs. artwork 72 hrs. Film editing services, station built developer & dryer; Blue Base reversal 16 mm film.

Color Equipment: network, live, film, slide.

Rates: Class A one hour live 900, film $800. Minute spot live $205, film $180. ID rate $90.

Schenectady: WRGB

Ch. 6. Owned by General Electric Co. Address: 60 Washington Ave. Phone: FRanklin 7-2261. Authorized eff. rad. pow.: visual 93 kw, aural 47 kw. Antenna: 314' above ground, 1,620' above sea level. Networks: NBC-TV (prim.). Am station WGY, fm station WGFM. Began operating December 1, 1947 (on air since November 6, 1939).

Representatives: National NBC Spot Sales.

Stockholders: General Electric Co. (100%).

Executives:
J. Milton Lang, *general manager broadcasting station operations*
Merl L. Galusha, *manager*
George F. Spring, *manager, sales*
Francis A. Pasley, *manager of finance*
James Q. Cobb, *manager, promotion & publicity*
A. G. Zink, *manager, programs*
Caleb Paine, *manager broadcasting services*
Donald A. Tuttle, *farm director*
W. J. Purcell, *manager, engineering*
W. B. Monroe, *operations desk*

Rates: Class A one hour $1,100. Minute spot $200. ID rate $100.

Syracuse: WHEN-TV

Ch. 8. Owned by Meredith Syracuse Television Corp. Address: 101 Court St. Zone 8. Phone: GRanite 4-8511. Authorized eff. rad. pow.: visual 316 kw, aural 190 kw. Operating pow: visual 30.5 kw, aural 18.8 kw. Antenna: 554' above ground, 1,914' above sea level. Networks: CBS-TV (prim.), ABC-TV. Am station WHEN. Began operating December 1, 1948. Interconnected.

Representatives: National The Katz Agency Inc. Washington attorneys Haley, Wollenberg & Kenehan.

Stockholders: Meredith Publishing Co. (100%).

Executives:
E. T. Meredith Jr., *president*
Paul Adanti, *vice president & general manager*
Fred Menzies, *commercial manager*
Gordon Alderman, *program director*
Donald Langham, *technical operations supervisor*
Albert Chismark, *station engineer*
Ray Owens, *sports & news director*
Jean Daugherty, *sustaining service director*
Kay Larson, *women's director*
Edmund Herr, *commercial service director*
Robert Peel, *promotion manager*
Tom Watkins, *tv production supervisor*

Services: News UP. Live studios, number 2 and a kitchen, size of largest 35'x50', number live cameras 4. Remote equipment: associated remote equipment and mobile unit, number remote cameras 4.

Film & ID: 2 RCA TP 16D 16 mm film projectors; 2 Spindler & Sauppe Selectroslide Jr. slide projectors, 2x2 slides. Film should be sent to Edmund Herr, Commercial Service Director. Film required 72 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services: Watson Tank, 16 mm processing.

Color Equipment: network.

Rates: Class AA one hour live $1,040, film $1,000. Minute spot live $260, film $250. ID rate $125.

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TC2

Syracuse: WSYR-TV

Ch. 3. Owned by Central New York Broadcasting Corp. Address: 224 Harrison St. Zone 2. Phone: GRanite 1-7111. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow: visual 100 kw, aural 50 kw. Antenna: 597' above ground, 2,037' above sea level. Networks: NBC-TV (prim.). Am station WSYR. Began operating February 15, 1950. Interconnected.

Representatives: National Harrington, Righter & Parsons, Washington attorneys Dow, Lohnes & Albertson, consulting engineers Lohnes & Culver.

Stockholders: Mitzi E. Newhouse, vice president & Secretary (4%); William V. Rothrum, vice president; Samuel I. Newhouse (87%); Samuel I. Newhouse Jr. (4%); Donald E. Newhouse (4%). Also operates WSYE-TV Elmira, which repeats most of WSYR-TV programs.

Executives:
E. R. Vadeboncoeur, *president & general manager*
W. R. Alford Jr., *commercial manager*
William V. Rothrum, *vice president & program director*
Albert Eicholzer, *chief engineer*
Fred Hillegas, *news director*
Deacon Doubleday, *farm director*
Kay Russell, *women's director*
Bill O'Donnell, *sports director*

Services: News UP, Unifax, Telenews. Live studios, number 2, size of largest 40'x40', number live cameras 2.

Film & ID: 3 16 mm film projectors; 1 GE Baloptican, 3¼x4 transparencies or opaques; 2 2x2 Telejector slide projectors. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services; Jr. Bridgamatic, 16 mm negative or blue base reversal.

Color Equipment: network, film, slides.

WRA rates: Class A one hour live $1,100, film $1,100. Minute spot $200 flat. ID rate $100 flat. Rates quoted are time only; talent production charges on request.

Utica: WKTV

Ch. 13. Owned by Copper City Broadcasting Corp. Address: Smith Hill Rd. Phone: 3-0404. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow: visual 316 kw, aural 158 kw. Antenna: 447' above ground, 1,647' above sea level. Networks: NBC-TV (prim.), ABC-TV, CBS-TV. Am station WKAL Rome, N. Y. Began operating December 1, 1949. Interconnected.

Representatives: National Donald Cooke Inc., Washington attorneys Hogan & Hartson, consulting engineers Kear & Kennedy.

Stockholders: Myron J. Kallet, president (56%); William T. MacNeilly, executive vice president & treasurer (1.66%); Robert M. Kallet, vice president (1.66%); Joseph S. Kallet, secretary (6.6%); Eva W. Zophy, assistant treasurer (.833%); Penn State Realty (25%); Sidney J. Kallet (4.06%); 3 others, none owning over 1.66%. Same ownership as Kallet Theatres Inc.

Executives:
Myron J. Kallet, *president*
Michael C. Fusco, *general manager & commercial manager*
Frank Grunewald, *program director*
DeForest T. Layton Jr., *chief engineer*
Lyle Bosley, *news director*
Jean Phair, *women's director*
Pete Brown, *sports director*
William T. MacNeilly, *executive vice president*

Services: News UP. Live studios, number 2, size of largest 45'x45', number live cameras 2. Remote equipment: available, number remote cameras available..

Film & ID: 1 GE, 1 Eastman-Kodak 16 mm film projectors; 2 2x2 Gray Telop slide projectors. Film should be sent to Frank Grunewald. Film required 24 hrs. before telecast; slides 24 hrs., artwork 48 hrs. Film editing services; Filmatic sound & silent processing.

Color Equipment: network.

Rates: Class A one hour live on request. film $550. Minute spot live on request, film $100. ID rate $40.

NORTH CAROLINA

Asheville: WISE-TV

Ch. 62. Owned by WISE-TV Inc. Address: 92 Haywood St. Phone: AL 3-5381. Authorized eff. rad. pow.: visual 26 kw, aural 13 kw. Antenna: 140' above ground, 2,858'

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AT TV STATIONS

TV VICE-PRESIDENT at advertising agencies
WHO'S WHO AND WHAT'S WHERE
AT TV FILM PRODUCERS AND DISTRIBUTORS

above sea level. Networks: NBC-TV, CBS-TV. Am station WISE. Began operating July 5, 1953.

Representatives National The Bolling Co., Inc. Washington attorneys Krieger & Jorgensen, consulting engineers George C. Davis.

Stockholders: Harold H. Thoms, *president & treasurer* (99%); Meredith S. Thoms, *secretary* (1%). Mr. Thoms owns 25% interest in radio WAYS Charlotte and with his wife, M. S. Thoms, controls WCOC Greensboro, WEAM Arlington, Va., WKLM Wilmington, N. C. and WMSJ Sylva, N. C. and is an applicant in Marshall and Wilmington, N. C.

Executives:
Harold H. Thoms, *president & general manager*
Hugh C. McMillan, *administrative assistant*
John Randolph, *chief engineer*

Rates: Class A one hour live $150, film $150. Minute spot live $30, film $30. ID rate $15.

Asheville: WLOS-TV

Ch. 13. Owned by Skyway Bradcasting Co. Address: 288 Macon Ave. Phone: ALpine 2-2431. Authorized eff. rad. pow.: visual 170 kw, aural 85 kw. Operating pow: visual 170 kw, aural 85 kw. Antenna: 340′ above ground, 6,089′ above sea level. Networks: ABC-TV (prim.), CBS-TV. Am station WLOS. Began operating September 1954. Interconnected.

Representatives: National Venard, Rintoul & McConnell, regional James S. Ayers Co. (southeast), Washington attorneys Spearman & Roberson, consulting engineers Page, Creutz, Steel & Waldschmitt.

Stockholders: Charles B. Britt (14%); Henry Joe Britt (11%); Joe H. Britt (10%); James M. Clary (7%); WTVJ Inc. (37%); 61 others, none owning more than 2%.

Executives:
Charles B. Britt, *executive vice president & general manager*
H. J. Britt, *regional sales manager*
Loyd B. Leonard, *local sales manager*
Sterling W. Wright, *production manager*
George Sprague, *chief engineer*
Fred Brown, *news director*

Services: News UP. Live studios, number 3, size of largest 35′x18′, number live cameras 2

Film & ID: 2 16 mm film projectors; 2 2x2 slide projectors. Film should be sent to Film Director. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services; Morse 16 mm.

Rates: Class A one hour live $495, film $450. Minute spot live $99, film $90. ID rate 45.

Charlotte: WBTV

Ch. 3. Owned by Jefferson Standard Broadcasting Co. Address: 1 Jefferson Place. Zone 8. Phone: EDison 3-8833. Authorized eff. rad. pow.: visual 100 kw, aural 60.3 kw. Operating pow: visual 100 kw, aural 60.3 kw. Antenna: 550′ above ground, 1,866′ above sea level. Networks: CBS-TV (prim.), ABC-TV. Am station WBT. Began operating July 15, 1949. Interconnected.

Representatives: National CBS-TV Spot sales, Washington attorneys Kirkland, Fleming, Green, Martin & Ellis, consulting engineers A. D. Ring & Assoc.

Stockholders: Owned by Jefferson Standard Life Insurance Co. (100%).

Executives:
Joseph M. Bryan, *president*
Charles H. Crutchfield, *executive vice president & general manager*
Kenneth I. Tredwell Jr., *vice president & managing director*
Wallace J. Jorgenson, *assistant managing director (sales)*
Lacy S. Sellars, *program manager*
Robert Rierson, *production manager*
Thomas E. Howard, *vice president of engineering*
John P. Dillon, *promotion manager*
Nelson Benton, *news manager*
Betty Feezor, *women's director*
William A. Ward, *sports director*

Services: News AP, UP, Photofax, local news fax, CBS Newsfilm. Live studios, number 2, size of largest 40′x60′, number live cameras 3 b&w, 1 color each studio. Remote equipment: RCA mobile unit, number remote cameras 2.

Film & ID: 2 RCA 3-V systems includes 4 16 mm film projectors, 2 2x2 slide projectors, utilizes both color and b&w slides and films. Films should be sent to Operations Desk for spot announcements, TV film Department for program film. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; Hillsmatic, 16 mm film processing.

Color Equipment: network, live, film, slides, color opaques.

Rates: Class A one hour live $1,000 plus talent & production costs, film $1,000. Minute spot live $250, film $250. ID rate $125.

Charlotte: WSOC-TV

Ch. 9. Owned by WSOC Broadcasting Co. Address: 2221 N. Tryon St. Zone 1. Phone: FRanklin 6-8401. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow: visual 316 kw, aural 158 kw. Antenna: 1,073′ above ground, 1,929′ above sea level. Networks: NBC-TV (prim.), ABC-TV. Am station WSOC. Began operating April 28, 1957. Interconnected.

Representatives: National H-R Representatives Inc., regional F-J. Representatives Inc. (Atlanta), Washington attorneys Segal, Smith & Hennessey, consulting engineers George C. Davis.

Stockholders: E. E. Jones (46%); Hunter Marshall family (27%); R. S. Morris (21%); Larry Walker (5%); E. J. Gluck (1%).

Executives:
Larry Walker, *president & general manager*
C. George Henderson, *executive vice president & general sales manager*
Russell McElwee, *local sales manager*
Bob Provence, *program director*
L. L. Candle Jr., *chief engineer*
Carroll McGaughey, *news director*
Fred Dickson, *farm director*
James W. Evans, *promotion manager*
Jimmy Kisey, *sports director*
Leo Deker, *production manager*
John Vogler, *sales service manager*

Services: News AP, UP & INS Fax photos. Live studios, number 1, number live cameras 3.

Film & ID: 2 16 mm film projectors; 1 2x2 slide projector, SMPTE standards. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 6 days. Film editing services.

STATIONS: NORTH CAROLINA

Color Equipment: Network.

Rates: Class A one hour live $900 base, film $900. Minute spot live $225 base, film $225. ID rate $112.50.

Durham: WTVD

Ch. 11. Owned by Durham Broadcasting Enterprises Inc. Address: 1750 Newton Rd. Phone: 2-2111. Authorized eff. rad. pow.: visual 316 kw, aural 170 kw. Operating pow: visual 316 kw, aural 170 kw. Antenna: 783′ above ground, 1,489′ above sea level. Networks: ABC-TV (prim.), CBS-TV. Began operating August 12, 1954.

Representatives: National Edward Petry & Co. Inc., Washington attorneys Hogan & Hartson, New York attorneys Hall, Casey & Robinson and Gerald Dickler, consulting engineer George C. Davis.

Stockholders: Durham TV Co. Inc., controlled by owners of WCDA Albany, N. Y. Frank M. Smith, *president of* WCDA; William J. Casey, *vice president* (8.92%); Gerald Dickler, *treasurer* (1.25%); Robert I. Lipson, *secretary* (.83%); the following directors: Lowell J. Thomas (9.58%); John F. McGrath (7.79%); Alger B. Chapman (3.56%); Clarence A. Dunn (2.94%) Others: Harmon L. & Virginia D. Duncan (12.5%); J. Floyd Fletcher (12.5%); Durham Radio Corp.—WDNC—(5%); Louis H. Gross (2.94%); Lowell Thomas Jr. (2.5%); Thomas S. Murphy (1.67%); Robert Ducas (1.67%); John P. Sawyer (1.67%); Robert W. Straus (1.25%); Frank V. Sutland (1.25%); Dean P. Taylor (1.25%).

Executives:
Frank M. Smith, *president*
Harmon L. Duncan, *vice president & general manager*
Floyd Fletcher, *vice president & commercial manager*
Ernie Greup, *program director and news & sports director*
Henry Cronin, *chief engineer*
Peggy Mann, *women's director*
Mike Thompson, *sales manager*
Jack Preddy, *business manager*

Services: News AP, UP. Live studios, number 1, live cameras 2. Remote equipment: remote truck and all necessary equipment, number remote cameras 2 plus 4 rentals if needed.

Film & ID: 2 16 mm film projectors; 2 projection chains; Telop projector, 4x5 cards, 2¼x3¼ inside dimensions, 3¾x5 outside dimensions, double weight photo paper, matte finish; 2 slide projectors, 2x2 tape or metal mounted (tape preferred), safe viewing area 1 1/16x¾. Film should be sent to Clyde Knight, film supervisor. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; fully equipped to produce slides, opaques, film (silent or sound).

Rates: Class A one hour live $550, film $550. Minute spot live $110, film $110. ID rate $55.

Fayetteville: WFLB-TV

Ch. 18. Owned by Fayetteville Broadcasters Inc. Address: 1332 Bragg Blvd. Phone: 2-7136. Authorized eff. rad. pow.: visual 13.2 kw, aural 7.41 kw. Antenna: 405′ above ground, 535′ above sea level. Networks: CBS-TV, NBC-TV, ABC-TV. Am station

STATIONS: NORTH CAROLINA

WFLB. Began operating August 29, 1955.

Representatives: National Burn-Smith Co. Inc., Washington attorneys Koteen & Burt, consulting engineers Commercial Radio Equipment Co.

Stockholders: Harry B. Stein, *president* (11.2%); Neil A. Currie Jr., *vice president* (11.2%); W. M. K. Bender, *secretary-treasurer* (11.2%); John W. Hensdale (11.2%); John D. Currie (11.2%); T. D. Hatcher (11.2%); J. B. Stein (11.2%); R. B. Minges (11.2%).

Executives:
W. D. Bailey, *general manager*
William B. Belche, *sales manager*
Marvin Rosenburg, *program director*

Rates: Class A one hour $150. Minute spot $30. ID rate $20.

Greensboro: WFMY-TV

Ch. 2. Owned by Greensboro News Co. Address: N. Davie St. Phone: 4-0114. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow: visual 100 kw, aural 50 kw. Antenna: 759′ above ground, 1,549′ above sea level. Networks: CBS-TV (prim.), ABC-TV. Began operating September 22, 1949. Interconnected.

Representatives: National Harrington, Righter & Parsons, Washington attorneys Dow, Lohnes & Albertson, consulting engineers Lohnes & Culver.

Stockholders: Greensboro News Co. (100%).

Executives:
Gaines Kelley, *general manager*
Joe E. Lake, *commercial manager*
Gomer R. Lesch, *program director*
Doyle T. Thompson, *chief engineer*
Bob Stroh, *news director*
George Perry, *farm director*
Charles Harville, *sports director*

Services: News UP. Live studios, number 2, size of largest 40′ x 60′, number live cameras 4.

Film & ID: 2 slide projectors, 2x2 slides. Film should be sent to Jack Wiggins. Film required 72 hrs. before telecast; slides 72 hrs., artwork 5 days. Film editing services; Bridgamatic, 16 mm, b&w processing.

Color Equipment: network, film, slides.

Rates: Class A one hour live $650, film $650. Minute spot live $130, film $130. ID rate $65.

Greenville: WNCT

Ch. 9. Owned by Carolina Broadcasting System Inc. Address: South Evans St. Extended, Box 898. Phone: 6181. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow: visual 316 kw, aural 158 kw. Antenna: 873′ above ground, 943′ above sea level. Networks: CBS-TV (prim.), ABC-TV. Began operating December 22, 1953. Interconnected.

Representatives: National George P. Hollingbery Co., Washington attorneys Lyon, Wilner & Bergson, consulting engineers Commercial Radio Equipment Co.

Stockholders: Earl McD. Westbrook, *president* (24.6%); Josh Horne, *vice president* (10%); Penn T. Watson, *vice president* (10%); John H. Adams, *vice president* (5.4%); A. Hartwell Campbell, *secretary* (5.7%); Mrs. John H. Adams, *treasurer* (5.4%); *directors*: Williams S. Wellons (1.1%); W. H. Woolard (1.1%); Mrs. Elizabeth G. Swindell. *Wilson Daily Times* (10%); Fred Jones (5.4%); Mrs. Mary Jones (8.7%); 28 others, none owning more than 1%.

Executives:
E. Earl Westbrook, *president*
A. Hartwell Campbell, *general manager*
John G. Clark Jr., *commercial manager*
Eccles Wall, *program director*
Heber Adams, *chief engineer*
David W. Mosier, *promotion director*
Dick Stokes, *farm director*
Josephine Lewis, *women's director*
Vance Morris, *sports director*
Hank Tribley, *operations director*
John Warner, *production director*

Services: News UP. Live studios, number 1, size of largest 30′ x 45′, number live cameras 2.

Film & ID: 2 GPL 16 mm film projectors; 1 RCA slide projector, 2x2 transparencies; 1 Projectall slide projector, 2x2 transparencies. Film should be sent to Bill Carroll. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; Bridgamatic processor, 16 mm negative & positive film handled.

Color Equipment: network.

Rates: Class A one hour live $440, film $400. Minute spot live $107.50, film $100. ID rate $40. 20 sec. live $87.50, film $80.

Raleigh: WNAO-TV

Ch. 28. Owned by Sir Walter Television Co. Address: 2128 Western Blvd. Phone: TEmple 4-8282. Authorized eff. rad. pow.: visual 182 kw, aural 92 kw. Operating pow: visual 182 kw, aural 92 kw. Antenna: 346′ above ground, 851′ above sea level. Networks: CBS-TV (prim.), ABC-TV. Am station WKIX. Began operating July 13, 1953. Interconnected.

Representatives: National Forjoe-Tv Inc., Washington attorneys Haley, Wollenberg & Kenehan, consulting engineers Lohnes & Culver.

Stockholders: John W. English, *president* (12.5%); Frank A. Daniel, *vice president*, as officer for Raleigh News & Observer, (12.5%); Mrs. Lodia McBrier Jarecki, *first vice president* (12.5%); Thomas Watters, *vice president* (3.125%); James R. McBrier, *treasurer* (12 5%); George J. Mead, *secretary* (12.5%). *Directors*: John J. Boland Jr. (12.5%); James B. Donovan (6.25%). Marie Watters (3.125%); Jean Devine Jarecki (12.5%); Mary Evelyn Mead & John J. Boland Jr. as *trustees* (12.5%).

Executives:
John W. English, *president*
G. Roger Bower, *vice president & general manager*
Earl W. Welde, *assistant general manager & sales manager*
Leo Ribitzki, *program director*
L. B. Poole, *chief engineer*
Jimmy Simpson, *sports director*
Ray Best, *comptroller*

Services: News AP. Live studios, number 2, size of largest 42′ x 75′, number live cameras 2.

Film & ID: 2 RCA 16 mm film projectors; 2 2x2 Federal Flying Spot Scanners; 1 2x2 Selecto-slide slide projector. Film should be sent to Film Director. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network, film, slides.

Rates: Class A one hour live $375, film $325. Minute spot live $70, film $65. ID rate $32.50.

Raleigh: WRAL-TV

Ch. 5. Owned by Capitol Broadcasting Co. Inc. Address: 1117 Hillsboro St. (temporary). Phone: VAnce 8-2511. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow: visual 100 kw, aural 50 kw. Antenna: 1,156′ above ground, 1,496′ above sea level. Networks: NBC-TV (prim.). Am station WRAL. Began operating December 15, 1956. Interconnected.

Representatives: National H-R Representatives, Washington attorneys Spearman & Roberson, consulting engineers Kear & Kennedy.

Stockholders: A. J. Fletcher, *president & treasurer* (82.16%); Fred Fletcher, *vice president & general manager* (13.52%); Louise S. Stephenson, *secretary* (.54%); Ray Reeve (2.7%); David H. Witherspoon (.54%); Louise H. Bryan (.54%).

Executives:
A. J. Fletcher, *president*
Fred Fletcher, *general manager*
Fletcher Turner, *national sales manager*
George Hall, *program director*
Virgil Duncan, *chief engineer*
Bill Armstrong, *news director*
Ray Reeve, *sports director*
David H. Witherspoon, *promotion, & publicity director*

Services: News UP. Live studios, number 2, size of largest 60′ x 58′, number live cameras 7. Remote equipment: GE, number remote cameras 4.

Film & ID: 2 16 mm color film projectors; 1 dual slide unit slide projectors. Film and slide center, requiring 40 sq. ft. of area. Film should be sent to Jim Riddle, Film Director. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; Houston Fearless, reversal.

Color Equipment: network, live summer 1958, film, slides.

Rates: Class A one hour live $600 plus production, film $600. Minute spot live $120 plus production, film $120. ID rate $60.

Washington: WITN

Ch. 7. Owned by North Carolina Television Inc. Address: U. S. 17 South—Box 468. Phone: WHitney 6-3131. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow: visual 316 kw, aural 158 kw. Antenna: 919′ above ground, 949′ above sea level. Networks: NBC-TV (prim.). Began operating September 28, 1955. Interconnected.

Representatives: National Headley-Reed Television, regional James S. Ayers Co. (southeast), Washington attorneys Roberts & McInnis, consulting engineer George C. Davis.

Stockholders: W. R. Roberson Jr., *president*, and family (67.82%); William S. Page (25%); others.

Executives:
W. R. Roberson Jr., *president & general manager*
T. H. Patterson, *vice president in charge of sales*
G. Earl Broome, *sales manager*
Hal Wilson, *program director*
Harvey Mason, *chief engineer, studio*
Ed Pilegard, *chief engineer, transmitter*

Al D'Amico, *news director*
George Mizelle, *farm director*
Virginia Taylor, *women's director*
Bryan McMurry, *sports director*
Peggy Cooper, *promotion manager*

Services: News UP news & fax. Live studios, number 1, size of largest 53' x 40', number live cameras 2.

Film & ID: 2 GE 16 mm film projectors; 1 Gray 2x2 slide projector; 1 Transrear screen projector. Film should be sent to Hal Wilson, Director of Operations. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; Micro-Record film processing, 16 mm film, 1 GE film camera.

Color Equipment: network.

Rates: Class A one hour live $365, film $325. Minute spot live $75, film $65. ID rate $32.50.

Wilmington: WMFD-TV

Ch. 6. Owned by WMFD Television Inc. Address: 225 Princess St. Phone: ROger 3-4666. Authorized eff. rad. pow.: visual 100 kw, aural 62 kw. Operating pow: visual 100 kw, aural 62 kw. Antenna: 997' above ground, 1,049' above sea level. Networks: NBC-TV (prim.), ABC-TV. Am station WMFD. Began operating April 1954. Interconnected.

Representatives: National Roy V. Smith Assoc., regional James S. Ayers Co. (southeast), Washington attorney Stephen Tuhy Jr., consulting engineers A. D. Ring & Assoc.

Stockholders: WNCT (49%); James W. Jackson (11%); Dan D. Cameron (33%); Louise M. Dunlea (2%); Mrs. D. V. Mitton (4%).

Executives:
R. A. Dunlea Jr., *president & general manager*
Claud O'Shields, *commercial manager*
Wayne Jackson, *program director*
E. I. Herring Jr., *chief engineer*
Vestal Taylor, *news & farm director*
Faith Buchanan, *women's director*
Wayne Jackson, *sports director*
Clint Long, *national sales manager*
Bob West, *production manager*

Services: News UP. Live studios, number 1, size of largest 54' x 40', number live cameras 1.

Film & ID: 2 16 mm film projectors; 1 2x2 slide projector. Film should be sent to Roland Register, Film Director. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services; Micro-Record, 16 mm reversal handled.

Color Equipment: network.

Rates: Class A one hour live $350, film $350. Minute spot live $70, film $70. ID rate $35.

Winston-Salem: WSJS-TV

Ch. 12. Owned by Triangle Broadcasting Corp. Address: 419-421 North Spruce St. Phone: PArk 5-2311. Authorized eff. rad. pow.: visual 316 kw, aural 200 kw. Operating pow.: visual 316 kw, aural 200 kw. Antenna: 692' above ground, 3,107' above sea level. Networks: NBC-TV (prim.). Am station WSJS. Began operating September 30, 1953. Interconnected.

Representatives: National Headley-Reed Co., Washington attorneys Fly, Shuebruk, Blume & Gaguine, consulting engineers Lohnes & Culver.

Stockholders: Piedmont Publishing Co.

Executives:
Harold Essex, *executive vice president & general manager*
Harry B. Shaw, *sales manager*
John A. Comas, *program manager*
Phil Hedrick, *operations manager*
F. O. Carver, *news director*
Harvey Dinkins, *farm service director*
Dick Barron, *promotion manager*
Max Ulrich, *sports director*

Services: News UP. Live studios, number 1, size of largest 25' x 35', number live cameras 2.

Film & ID: 2 16 mm GE film projectors; 1 2x2 Select-o-slide, 1 3½x4 GE Balop slide projector.

Rates: Class A one hour $600. Minute spot $125. ID rate $62.50.

NORTH DAKOTA

Bismarck: KBMB-TV

Ch. 12. Operates in affiliation with KXJB-TV Valley City, N. Dak. Owned by North Dakota Broadcasting Co. Inc. Address: Corner of Divide Ave. & 15th St. Phone: CA 3-9197. Authorized eff. rad. pow.: visual 39 kw, aural 14.5 kw. Operating pow: visual 39 kw, aural 14.5 kw. Antenna: 279' above ground, 2,074' above sea level. Networks: CBS-TV (prim.). Am station KSJB Jamestown, N. Dak. Began operating November 19, 1955. Interconnected.

Representatives: National Weed Television Corp., Washington attorneys Prince, Taylor, Crampton & Goodson, consulting engineer Lloyd R. Amoo.

Stockholders: Jamestown Broadcasting Co. Inc. (57%); over 500 others, none owning as much as 1%. Jamestown Broadcasting Co. Holding Co., Jamestown, N. Dak. is 100% owned by its president John Boler.

Executives:
John W. Boler, *president*
F. E. Fitzsimonds, *station & commercial manager*
Tom Starkle, *program director*
Tom Ahner, *chief engineer*
Rig Olsen, *news director*
Nancy Jo Edwards, *women's director*
Roger Higgens, *sports director*

Services: News AP. Live studios, number 1, size of largest 30' x 48', number live cameras 1. Remote equipment: available., number remote cameras 1.

Film & ID: 1 16 mm film projector. Film should be sent to Film Director. Film required 24 hrs. before telecast; slides 24 hrs., artwork 48 hrs. Film editing services; 16 mm film handled.

Rates: Sold nationally in conjunction with KXJB-TV Fargo-Valley City, N. Dak.

Bismarck: KFYR-TV

Ch. 5. Owned by Meyer Broadcasting Co. Address: 200½ Fourth St. Phone: CApital 3-0900. Authorized eff. rad. pow.: visual 100 kw, aural 50.1 kw. Antenna: 667' above ground, 2,362' above sea level. Networks: NBC-TV, ABC-TV (prim.). Am station KFYR. Began operating December 8, 1953.

Representatives: National Blair Television Assoc. Inc., regional Harry S. Hyett Co. (Minneapolis), Washington attorneys Hogan & Hartson, consulting engineers Page, Creutz, Steel & Waldschmitt.

STATIONS: N.C.-N.D.

Stockholders: William Ekberg, *president* (.1%) 45.14% in Marietta Meyer Ekberg trust, Etta H. Meyer, *trustee;* Mrs. William A. Ekberg, *treasurer;* Gordon Cox, *secretary* (.2%); Etta Hoskins Meyer (54.49%). Also operates satellite KUMV-TV Williston, N. Dak.

Executives:
William A. Ekberg, *president & general manager*
Cal Culver, *manager*
Alvin Anderson, *sales manager*
Ivar Nelson, *chief engineer*

Rates: Class A one hour $275. Minute spot $60. ID rate $30.

Dickinson: KDIX-TV

Ch. 2. Owned by Dickinson Radio Association. Address: 119 2nd Ave. West. Phone: 5133. Authorized eff. rad. pow.: visual 26.3 kw, aural 13.2 kw. Operating pow: visual 263 kw, aural 13.2 kw. Antenna: 621' above ground, 3,556' above sea level. Networks: CBS-TV (prim.), ABC-TV. Am station KDIX. Began operating October 15, 1956. Interconnected.

Representatives: National Hal Hoiman Co., regional Wm. Hurley, Washington attorney Eugene L. Burke.

Stockholders: Dr. P. J. Weir, *president* (11.51%); F. P. Whitney, *vice president* (12.03%); W. K. Johnson, *treasurer* (11.03%); Orville F. Burda, *secretary & general manager* (4.86%); William O. Rabe (12.03%); L. W. Veigel (9.25%); P. J. Baseflug (6.86%).

Executives:
Dr. P. J. Weir, *president*
Orville F. Burda, *general manager*
James O'Leary, *commercial manager*
Lauren Haacke, *program director*
Benjamin G. Lockerd, *chief engineer*
Warren Vranna, *news director*
Woodrow Worley, *farm director*
Peg Graham, *women's director*
Bob Weiler, *sports director*
W. Ferron Halverson, *promotion director*
Ruth Adams, *sales-service manager*

Services: News AP. Live studios, number 1, size of largest 48' x 40', number live cameras 1.

Film & ID: 2 16 mm Bell & Howell film projectors; 2 2x2 Sarkes Tarzian slide projectors. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services.

Rates: Class A one hour live $170, film $150. Minute spot live $34, film $30. ID rate $15.

Fargo: WDAY-TV

Ch. 6. Owned by WDAY Inc. Address: 207 N. 5th St. Phone: 2-3371. Authorized eff. rad. pow.: visual 66 kw, aural 33 kw. Antenna: 433' above ground, 1,335' above sea level. Networks: NBC-TV, ABC-TV. Am station WDAY. Began operating May 28, 1953.

Representatives: National Peters, Griffin, Woodward, Inc., Washington attorneys Segal, Smith & Hennessey.

Stockholders: E. C. Reineke, *president* (54.44%); H. D. Paulson, *vice president* (8.89%); N. D. Black Jr., *secretary-treasurer* (1.11%); Marie E. Reineke, *director* (1.11%); John D. Paulson—Jenny C. Black

estate—N. D. Black Jr. & Cora P. Black, *trustees*—(12.88%). The Black family publishes *Fargo Forum, Moorhead* (Minn.) *Daily News.*

Executives:
E. C. Reineke, *president*
Tom Barnes, *general manager*
Julius Hetland, *technical director*
Jack Dunn, *tv-radio manager*
Ken Kennedy, *program manager*
Roy Pedersen, *promotion manager*
Dick Berdahl, *production director*
Ernie Brevik, *farm director*
Norm Schrader, *news director*

Color Equipment: network.

Rates: Class AA one hour live $450 plus, film $450. Minute spot live $95, film $90. ID rate $45.

Grand Forks: KNOX-TV

Ch. 10. Owned by Community Television Corp. Address: Box 1110, State Mill Rd. Phone: 4-4611. Authorized eff. rad. pow.: visual 28.2 kw, aural 14.5 kw. Operating pow: visual 28.2 kw, aural 14.5 kw. Antenna: 252′ above ground, 1,075′ above sea level. Networks: NBC-TV (prim.). Am station KNOX. Began operating December 11, 1955. Interconnected.

Representatives: National William G. Rambeau Co. Inc., regional Bulmer & Johnson (Minneapolis), Washington attorneys Lyon, Wilner & Bergson, consulting engineers Clifford J. Thomforde.

Stockholders: Dr. Elroy H. Schroeder (20%); Mrs. Carroll E. Day (20%); Adolph Lund, *vice president* (20%); Arthur Tweet, *secretary* (20%); Don Whitman, *vice president* (20%).

Executives:
Dr. Elroy H. Schroeder, *president, board of directors*
Robert C. Lukkason, *national sales manager*
James Syrdal, *production director*
David L. Chumley, *chief engineer*
Charles K. Bundlie, *news director*
Roy Gunderson, *farm director*
Beverly Ford, *women's director*
Jack French, *sports director*
Margaret J. Bundlie, *operations desk*

Services: News UP Telephoto. Live studios, number 2, size of largest 30′ x 60′, number live cameras 1.

Film & ID: 2 16 mm film projectors; 1 Gray Telojector, 35 mm slides, b&w. Film should be sent to Duane Eastvold, Film Director. Film required 48 hrs. before telecast; slides 48 hrs., artwork 1 wk. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $200. Minute spot live $40. ID rate $15.

Minot: KCJB-TV

Ch. 3. Owned by North Dakota Broadcasting Co. Inc. Address: 4000 West Front St., Fargo. Zone 1. Phone: 5-1161, Minot; 4461 Fargo. Authorized eff. rad. pow.: visual 247 kw, aural 120 kw. Operating pow: visual 247 kw, aural 120 kw. Antenna: 416′ above ground, 2,159′ above sea level. Networks: CBS-TV (prim.), ABC-TV. Began operating April 4, 1953. Private link.

Representatives: National Weed Television, regional Dakota Radio Network, Washington attorneys D. F. Prince, consulting engineer Lloyd R. Amoo.

Stockholders: John W. Boler, *president;* Jamestown Broadcasting Company, Inc. (57½%); Jamestown Company owned 100% by John Boler.

Executives:
John W. Boler, *president & general manager*
Chester Reiten, *resident manager*
Donald McDowell, *program director*
Joseph Main, *chief engineer*
Howard Graber, *news director*
Cis Hadley, *women's director*
Rod Romine, *sports director*

Services: News AP, UP. Live studios, number 1, size of largest 40′ x 60′, number live cameras 2. Remote equipment: 1 completely equipped truck, number remote cameras 1.

Film & ID: film projectors; 3x4, 2x2 slide projectors. Film should be sent to Mary Nowak. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network, film, slides.

Rates: Class A one hour live $250, film $250. Minute spot live $50, film $50. ID rate $25.

Minot: KMOT

Ch. 10. Satellite of KFYR-TV Bismarck, North Dakota.

Valley City: KXJB-TV

Ch. 4. Owned by North Dakota Broadcasting Co. Inc. Address: 4000 W. Main, Fargo. Zone 1. Phone: 5-4461. Authorized eff. rad. pow.: visual 100 kw, aural 57 kw. Operating pow: visual 100 kw, aural 57 kw. Antenna: 1.085′ above ground, 2,495′ above sea level. Networks: CBS-TV (prim.). Am station KSJB Jamestown, N. Dak. Began operating August 12, 1954. Interconnected.

Representatives: National Weed Television Corp., Washington attorneys Prince, Taylor, Crampton & Goodson, consulting engineer Lloyd R. Amoo.

Stockholders: Jamestown Broadcasting Co. Inc. (57½%), John W. Boler, 100% owner Jamsetown Co.; balance held by 700 North Dakota residents.

Executives:
John W. Boler, *president & general manager*
W. L. Hurley, *vice president charge of national sales*
Don Kingsley, *program director*
Robert Ridgway, *chief engineer*
Jim Rohn, *news director*
Connie Winsberg, *promotion manager*
Sid Cichy, *sports director*

Services: News AP. Live studios, size of largest 50′ x 60′, number live cameras 2. Remote equipment: equipped truck, number remote cameras 1 chain with Universal Zoomar lens.

Film & ID: 2 16 mm film projectors; 4x3, 2x2 slide projectors. Film should be sent to Alden Starky. Film required 72 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services; all film handled.

Color Equipment: network, film, slides.

Rates: Class AA one hour live $450, film $90.

Williston: KUMV-TV

Ch. 8. Satellite of KFYR-TV Bismarck, North Dakota.

OHIO

Akron: WAKR-TV

Ch. 49. Owned by Summit Radio Corp. Address: 853 Copley Rd. Zone 20. Phone: POrtage 2-8811. Authorized eff. rad. pow.: visual 214 kw, aural 127 kw. Operating pow: visual 214 kw, aural 127 kw. Antenna: 488′ above ground, 1,424 above′ sea level. Networks: ABC (prim.). Am station WAKR. Began operating July 19, 1953. Interconnected.

Representatives: National Burke-Stuart Co. Inc., Washington attorneys Kirkland, Fleming, Green, Martin & Ellis, consulting engineers Kear & Kennedy.

Stockholders: Berk family (55%); Beacon Journal Publishing Co. (45%).

Executives:
S. Bernard Berk, *president*
Roger G. Berk, *vice president & general manager*
Kenneth M. Keegan, *vice president & director of sales*
Robert I. Bostian, *program & production manager*
Irwin L. Knopp, *chief engineer*
Dick Dietz, *news director*
Bob Wylie, *sports director*

Services: News AP, UP, Unifax and local newsreel. Live studios, number 2, size of largest 56′x80′x23′, number live cameras 3.

Remote equipment: full 2- camera equipment, number remote cameras 2 RCA.

Film & ID: 2 16 mm film projectors; Telop projector, 4x5 cards, scanned area: approx. 2¾x3½, no more than 3 ply card stock, logo type call letters ¼ upper left or upper right (right preferred); 2 16 mm, 2 35 mm RCA slide projectors, 2x2 tape or metal mounted (tape preferred). Film should be sent to Program Director, Robert I. Bostian. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services, restricted to cutting of commercial and feature films and re-editing of same; complete processing 16 mm negative film.

Rates: Class A one hour live $300, film $300. Minute spot live $60, film $60. ID rate $30.

Cincinnati: WCPO-TV

Ch. 9 Owned by Scripps-Howard Radio Inc. Address: 2345 Symmes St. Zone 6. Phone: CApitol 1-0777. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow: visual 316 kw, aural 158 kw. Antenna: 545′ above ground, 1,389′ above sea level. Networks: ABC-TV (prim.). Am station WCPO. Began operating July 26, 1949.

Representatives: National Blair-TV, Washington attorneys Dempsey & Koplovitz, consulting engineers Page, Creutz, Steel & Waldschmitt.

Stockholders: Scripps-Howard Radio Inc. (100%), publisher of Cincinnati Post and other newspapers.

Executives:
M. C. Watters, *vice president & general manager*
Edward Weston, *assistant general manager*
Glenn C. Miller, *station director*
Pat Crafton, *national sales manager*
Earl Corbett, *commercial coordinator*
John Clark, *production-program director*
Fred Naglestad, *program director*
Paul Adams, *chief engineer*

Jack Fogarty, *news & farm director*
Barbara Cameron, *women's director*
Dick Coleman, *sport director*

Services: News UP. Live studios, number 28, size of largest 30'x50', number live cameras 2. Remote equipment: RCA remote truck, number remote cameras 2.

Film & ID: 2 16 mm GE Syncro Lite film projectors; 1 RCA 2x2 Dual TP-7 slide projector. Films should be sent to Bernard Borden, film director. Film required 7 days before telecast; slides 4 days, artwork 5 days.

Color Equipment: network.

Rates: Class A one hour live $1,300. Minute spot live $150. ID rate $50.

Cincinnati: WKRC-TV

Ch. 12. Owned by Radio Cincinnati Inc. Address: Times Star Bldg., 800 Broadway. Zone 2. Phone: GA 1-1331. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow: visual 316 kw, aural 158 kw. Antenna: 523' above ground, 1,348' above sea level. Networks: CBS-TV (prim.). Am station WKRC. Began operating April 4, 1949. Interconnected.

Representatives: National The Katz Agency Inc., regional WTVN & WTVN-TV Columbus, O., WBRC & WBRC-TV Birmingham, Ala., Washington attorneys Koteen & Burt, consulting engineer George C. Davis.

Stockholders: Cincinnati Times-Star Co., publisher of *Cincinnati Times-Star* (80%); Hulbert Taft (18%); Hulbert Taft Jr. (1%); David G. Taft (1%). Publishing firm is principally owned by Taft family.

Executives:
Hulbert Taft Jr., *president*
David G. Taft, *executive vice president & general manager*
Roger Read, *assistant general manager & general sales manager*
Paul E. Shumate, *program director*
Ralph Mlaska, *chief engineer*
William Horstman, *commercial production manager*
John Hill, *film director*
John Walsh, *director promotion & publicity*
Kenneth W. Church, *vice president national sales*
Don L. Chapin, *national sales manager*

Services: News UP, AP. Live studios, number 2, size of largest 30' x 56', number live cameras 4. Remote equipment: mobile unit, microwave, number remote cameras 2 of above.

Film & ID: 2 16 mm film projectors; 1 2x2, 1 3¼x4 slide projectors. Film should be sent to John Hill, Film Director. Film required 48 hrs. before telecast; slides 48 hrs., artwork 1 wk. Film editing services; 16 mm. Commercial copy required 3 days prior to scheduled date of telecast.

Color Equipment: network.

Rates: Class AA one hour live $1,200, film $1,200. Minute spot live $300, film $300. ID rate $150.

Cincinnati: WLW-T

Ch. 5. Owned by Crosley Broadcasting Corp. Address: 140 W. Ninth St. Zone 2. Phone: CHerry 1-1822. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow: visual 100 kw, aural 50 kw. Antenna: 583' above ground, 1,411' above sea level. Networks: NBC-TV (prim.). Am station WLW. Began operating February 9, 1948.

Representatives: National Crosley Broadcasting Corp., Washington attorneys Hogan & Hartson.

Stockholders: Avco Manufacturing Co. (100%).

Executives:
James D. Shouse, *chairman of the board*
R. E. Dunville, *president*
John T. Murphy, *vice president charge tv*
James J. Crane, *sales manager*
H. Peter Lasker, *vice president charge sales*
Kieran T. Murphy, *vice president & treasurer*
Thomas A. Bland, *vice president charge programs*
R. J. Rockwell, *vice president charge engineering*
Abe Cowan, *program director*
Howard Lepple, *tv technical administrative assistant*

Services: News UP (Facsimile and Movietone), INS. Live studios, number 2, size of largest 53' x 81', number live cameras 6 RCA b&w, 3 RCA color camera chains. Remote equipment: 1 b&w mobile unit, 1 color mobile unit.

Film & ID: 2 RCA 16 mm film projectors; 1 dual RCA, 1 Gray slide projector; 2 Background Engineering Co. rear screen projectors.

Color Equipment: network, live, film, slides.

Rates: Class AA one hour live $1,500. Class A one hour $1,000. Class AA minute spot $330. ID rate $165.

Cleveland: KYW-TV

Ch. 3. Owned by Westinghouse Broadcasting Co. Inc. Address: 815 Superior Ave., N.W. Zone 14. Phone: CHerry 1-0942. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Antenna: 905.5' above ground, 1,945' above sea level. Networks: NBC-TV (prim.). Am station KYW.

Representatives: National Peters, Griffin, Woodward Inc.

Stockholders: Westinghouse Broadcasting Co. (100%).

Executives:
Donald H. McGannon, *president, WBC*
Rolland V. Tooke, *vice president & general manager*
Albert P. Krivin, *commercial manager*
Ralph Hansen, *program director*
Richard A. J. McKinney, *film director*
Sidney Stadig, *chief engineer*
Sanford Markey, *news director*
E. Robert Nashick, *promotion director*

Services: Live studios, number 2, size of largest 60' x 80', number live cameras 4. Remote equipment: bus completely equipped, number remote cameras 5.

Film & ID: 4 16 mm & 2 35 mm film projectors; 4 2x2 slide projectors.

Color Equipment: network.

Rates: Class A one hour live $1,080. ID rate $215.

Cleveland: WEWS

Ch. 5. Owned by Scripps-Howard Radio Inc. Address: Euclid at 30th St. Zone 15. Phone: HEnderson 2-1500. Authorized eff. rad. pow.: visual 93.3 kw, aural 60.3 kw. Operating pow: visual 93.3 kw, aural 60.3 kw. Antenna: 851' above ground, 1,950' above sea level. Networks: ABC-TV (prim.). Began operating December 17, 1947.

Representatives: National Blair-Tv, Washington attorneys Dempsey & Koplovitz.

Stockholders: E. W. Scripps Co. (100%).

Executives:
Jack R. Howard, *president*
James C. Hanrahan, *general manager*
Donald L. Perris, *assistant to general manager*
Jay S. Kerekes, *national sales manager*
Peter Hlinka, *Ohio advertising sales manager*
Ernest E. Sindelar, *operations director*
John J. Richards, *film director*
John B. Hughes, *news director*
J. B. Epperson, *engineering vice president of Scripps-Howard Radio Inc.*

Services: News UP, state of local wires, sports wire, UP facsimile & newsfilm. Live studios, number 3, size of largest 55' x 100', number live cameras 9. Remote equipment: complete remote unit facilities, number remote cameras 4 Du Mont.

Film & ID: 3 16 mm film projectors; 2 RCA dual disc slide projectors, standard 35 mm 2x2 slides, critical area 1 5/16x1 5/16. Commercial film should be sent to Ray Quade, Traffic Manager; other to John J. Richards, Film Director. Film required 48 hrs. before telecast; slides 24 hrs., artwork 24 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $1,800, film $1,670. Minute spot live $475, film $475. ID rate $215.

Cleveland: WJW-TV

Ch. 8. Owned by Storer Broadcasting Co. Address: 1630 Euclid Ave. Zone 15. Phone: TOwer 1-6080. Authorized eff. rad pow.: visual 302 kw, aural 182 kw. Operating pow: visual 302 kw, aural 182 kw. Antenna: 775' above ground, 1,937' above sea level. Networks: CBS-TV (prim.). Am station WJW. Began operating December 17, 1949.

Representatives: National The Katz Agency Inc., Washington attorneys Dow, Lohnes & Albertson, consulting engineer A. Earl Cullum Jr.

Stockholders: Storer Broadcasting Co. (100%).

Executives:
George B. Storer, *president*
Ben Wickham, *managing director*
Peter Storer, *general sales manager*
William E. Kelley, *national sales manager (New York City)*
Edward L. Herp, *program director*
H. A. Brinkman, *chief engineer*
Ted Anthony, *director of promotion & publicity*

Services: News AP, UP, INS, WU Sports, AP Unifax. Live studios, number 2, size of largest 45' x 65', number live cameras 5. Remote equipment: number remote cameras 5.

Film & ID: 3 16 mm film projectors; 2 Gray 35 mm slide projectors. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services; Stinman—negative & reversal to negative.

Color Equipment: network.

Rates: Class A one hour live $2,000, film $2,000. Minute spot live $525, film $525. ID rate $263.

Columbus: WBNS-TV

Ch. 10. Owned by Dispatch Printing Co. Address: 34 S. Third St. Zone 15. Phone:

STATIONS: OHIO

CApital 8-3538. Authorized eff. rad. pow.: visual 219 kw, aural 123 kw. Operating pow.: visual 219 kw, aural 123 kw. Antenna: 839' above ground, 1,549' above sea level. Networks: CBS-TV (prim.). Am station WBNS. Began operating October 5, 1949.

Representatives: National Blair-Tv, Washington attorneys Dow, Lohnes & Albertson, consulting engineers Jansky & Bailey.

Stockholders: Owned by Wolfe family, publishers of *Ohio State Journal* and *Columbus Dispatch*.

Executives:
Preston Wolfe, *president*
Richard A. Borel, *general manager*
R. D. Thomas, *sales director*
Frank N. Jones, *local sales manager*
John Haldi, *program director*
Lawrence F. Rhodes, *public service director*
L. H. Nafzger, *technical director*
Mel Grossman, *merchandising director*
Chet Long, *news director*
William H. Zipf, *farm director*
Jack Dorr, *promotion manager*

Color Equipment: network.

Rates: Class AA one hour live $825, film $825. Minute spot live $200, film $200. ID rate 100.

Columbus: WLW-C

Ch. 4. Owned by Crosley Broadcasting Corp. Address: 3165 Olentangy River Rd. Zone 2. Phone: AM 3-5441. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Antenna: 576' above ground, 1,318 above sea level. Networks: NBC-TV (prim.), Crosley. Began operating April 4, 1949.

Representatives: National WLW Sales, Washington attorneys Hogan & Hartson, consulting engineers Weldon & Carr.

Stockholders: Avco Mfg. Corp. (100%).

Executives:
R. E. Dunville, *president*
James E. Leonard, *vice president & general manager*
John Crawford, *commercial manager*
Earle H. Gillis, *program director*
Charles B. Sloan, *chief engineer*
James Crum, *sports director*
Sidney R. Barger, *executive producer*
Jack Kavanagh, *director client service*
Spencer Allen, *director of public affairs & news director*

Services: News INS, UP. Live studios, number 2, size of largest 40' x 60', number live cameras 2. Remote equipment available, number remote cameras 2.

Film & ID: 2 16 mm film projectors; 1 2x2 slide projector, copy area: ⅝x⅝. Film should be sent to Grant Hoatson. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $800 plus, film $800. Minute spot live $175 plus, film $175. ID rate $60.

Columbus: WTVN-TV

Ch. 6. Owned by WTVN Inc.—Radio Cincinnati. Address: 753 Harmon Ave. Zone 23. Phone: CApitol 8-5801. Authorized eff. rad. pow.: visual 100 kw, aural 60 kw. Operating pow: visual 100 kw, aural 60 kw. Antenna: 643' above ground, 1,379' above sea level. Networks: ABC-TV (prim.). Am station WTVN. Began operating August 30, 1949. Interconnected.

Representatives: National The Katz Agency Inc., Washington attorneys Koteen & Burt.

Stockholders: Radio Cincinnati—Cincinnati Times-Star Co. (90%); Hulbert Taft Jr., *president* (4%); Kenneth W. Church, *executive vice president* (2%); David G. Taft, *vice president* (4%); Robert Taft Jr., *secretary*; Dorothy S. Murphy, *treasurer*.

Executives:
Hulbert Taft Jr., *president*
Kenneth W. Church, *executive vice president*
J. W. "Wally" McGough, *general manager*
Robert Wiegand, *assistant general manager & national sales manager*
Charles Dwyer, *sales manager*
Joseph A. Jenkins, *program director*
Harry G. Mohr Jr., *public service & assistant program director*
William H. Hansher, *special assistant to the president*
Raymond E. Owen, *chief engineer*
Ed Wood, *news director*
Earl Green, *farm director*
Joe Hill, *sports director*
Donald Hardin, *promotion-publicity director*

Services: News AP wire, UP wire, UP Telefax. Live studios, number 2, size of largest 49' x 51', number live cameras 3.

Film & ID: 2 RCA TK 21 Videcon film chains; 4 RCA 16 mm film projectors; 1 Gray 2x2 35 mm Telejector; 1 RCA TP7C 36 slide projector. Film should be sent to Richard A. J. McKinney. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Rates: Class AA one hour live $825, film $825. Minute spot live $200, film $200. ID rate $80.

Dayton: WHIO-TV

Ch. 7. Owned by Miami Valley Broadcasting Corp. Address: 1414 Wilmington Ave. Zone 1. Phone: CL 4-5311. Authorized eff. rad. pow.: visual 200 kw, aural 100 kw. Antenna: 1,096' above ground, 2,046' above sea level. Networks: CBS-TV (prim.). Am station WHIO. Began operating January 26, 1949. Interconnected.

Representatives: National George P. Hollingbery Co., Washington attorneys Dow, Lohnes & Albertson.

Stockholders: Same as Dayton Daily News and Journal Herald, Miami Valley Broadcasting Corp. Officers and stockholders, James M. Cox Jr., *president* (31.07%); Glenn L. Cox, *vice president* (.06%); Robert C. Snyder, *secretary-treasurer* (.06%); Springfield Newspapers, Inc. (37%); The Evening News Publishing Co. (31.8%).

Executives:
James M. Cox Jr., *president*
Robert H. Moody, *general manager*
Harvey R. Young Jr., *assistant general manager*
Chuck Gay, *program director*
Ernest L. Adams, *chief engineer*
Don Wayne, *news director*
Joe Rockhold, *farm director*
Jack Hodgkinson, *operations director*

Services: News AP, UP, Movietone News-Live studios, number 2, size of largest 63' x 50', number live cameras 2. Remote equipment available, number remote cameras 2.

Film & ID: 3 16 mm film projectors; 2 2x2 Gray slide projectors. Film should be sent to Ralph Gram. Film required 72 hrs. before telecast; slides 72 hrs., artwork 96 hrs. Film editing services, only slides handled.

Color Equipment: network.

Rates: Class AA one hour $850. Minute spot $200.

Dayton: WLW-D

Ch. 2. Owned by Crosley Broadcasting Corp. Address: 4595 South Dixie Hwy. Zone 9. Phone: WAlnut 2101. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Antenna: 485' above ground, 1,421' above sea level. Networks: NBC-TV, ABC-TV (prim.). Am station WLW Cincinnati. Began operating March 1949.

Representatives: National WLW Sales, regional NBC Spot Sales and Bomar Lowrance & Assoc., Washington attorneys Hogan & Hartson, consulting engineers Weldon & Carr.

Stockholders: Avco Manufacturing Corp. (100%).

Executives:
Robert E. Dunville, *president*
George J. Gray, *general manager*
Dale Smith, *commercial manager*
Paul C. Law, *program director*
Robert Wehrman, *chief engineer*
Omar Williams, *sports director*
Dorothy Sanders, *promotion manager*

Services: News UP, INS, Unifax. Live studios, number 2, size of largest 55' x 80', number live cameras 3. Remote equipment: available, number remote cameras 3.

Film & ID: 2 16 mm film projectors; 2 35 mm slide projectors, 2x2 glass transparent slides. Film required 72 hrs. before telecast; slides 72 hrs.

Color Equipment: network.

Rates: Class AA one hour $1,100. Minute spot $200.

Lima: WIMA-TV

Ch. 35. Owned by WLOK Inc. Address 1424 Rice Ave. Phone: CA 5-3010. Authorized eff. rad. pow.: visual 16.2 kw, aural 9.55 kw. Operating pow: visual 16.2 kw, aural 9.55 kw. Antenna: 345' above ground, 1,215' above sea level. Networks: NBC-TV (prim.), ABC-TV, CBS-TV. Began operating April 17, 1953.

Representatives: National H-R Television Inc., Washington attorneys Bingham, Collins, Porter & Kistler, consulting engineer George C. Davis.

Stockholders: George E. Hamilton (50%); R. W. Mack, *vice president & general manager* (42.74%).

Executives:
George E. Hamilton, *president*
Robert W. Mack, *general manager*
J. L. Spring, *commercial manager*
Miss Easter Straker, *program director*
Maurice J. Lamb, *chief engineer*
Don Sherwood, *news director*
Bill Frink, *sports director*

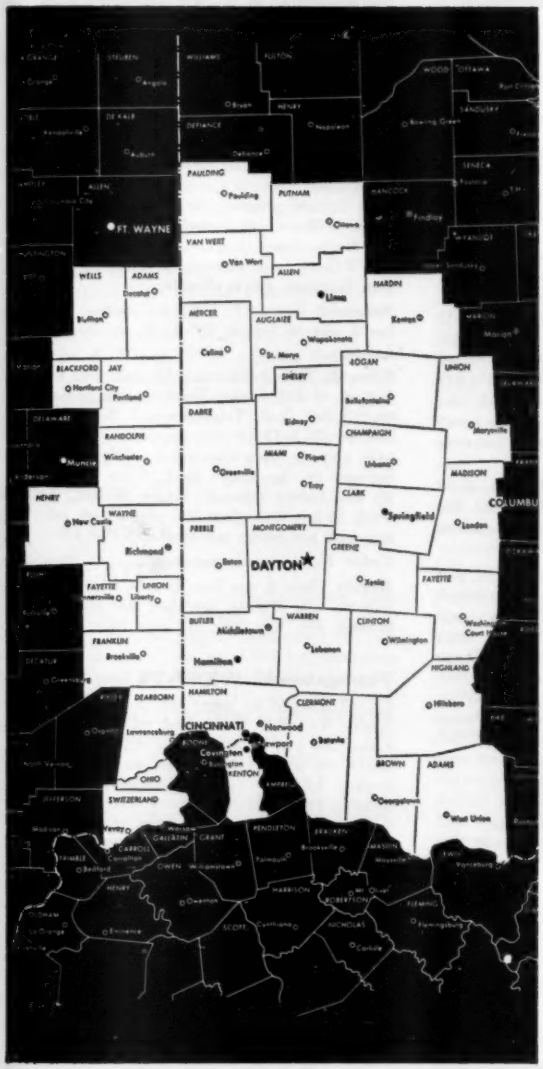
Services: News UP. Live studios, number 2, size of largest 30' x 50', number live cameras 1 GE camera chain.

Film & ID: 2 RCA 16 mm film projectors; 1 2x2 Telejector. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $220, film $200.

WHIO-TV



1 FOR THE MONEY

Three States, 41 Counties, 747, 640 TV Homes! That's what NCS Market Coverage reports for WHIO-TV, the No. 1 station in this great market. High tower (1104 ft.) and maximum power give it proven superiority.

2 FOR THE SHOW

WHIO-TV programs keep dials tuned our way. Pulse consistently rates us with 13, 14 and *even* 15 of the top 15 weekly shows.

3 TO GET READY

Stock your dealers before you sing out in this market! Sales Management calls area retail sales at $3,361,973,000.

4 TO GO

How? Easy! Call our National Rep—Gamester George P. Hollingbery!

CHANNEL **7** DAYTON, OHIO

whio-tv
CBS

One of America's great area stations

Minute spot live $44, film $40. ID rate $20.

Steubenville: WSTV-TV

Ch. 9. Owned by WSTV Inc. Address: 428 Market St. Phone: ATlantic 2-6265. Authorized eff. rad. pow.: visual 234 kw, aural 117 kw. Operating pow: visual 234 kw, aural 117 kw. Antenna: 881' above ground, 2,041' above sea level. Networks: CBS-TV, ABC-TV (prim.). Am station WSTV. Began operating December 1953. Interconnected.

Representatives: National Avery-Knodel Inc., Washington attorneys Kirkland, Fleming, Green, Martin & Ellis, consulting engineer George C. Davis.

Stockholders: Jack N. Berkman, *president* (17.2%); John J. Laux, *executive vice president & general manager* (11.36%); Louis Berkman, *1st vice president* (17.2%); Fred Weber, *vice president;* George W. Fellows, *2nd vice president;* Joseph M. Troesch, *2nd vice president & assistant treasurer* (.6%); Carl A. Weinman, *secretary-treasurer* (5.2%); over 20 others, none owning as much as 45 shares. WSTV Inc. also owns KODE-TV and KODE Joplin, Mo.

Executives:
Jack N. Berkman, *president*
John J. Laux, *executive vice president & general manager*
Fred Weber, *vice president*
Joseph M. Troesch, *assistant general manager*
Rod Gibson, *national sales manager (New York City)*
Clyde Higgins, *production supervisor*
George Wilson, *production supervisor*
Red Donley, *sports director*
Scott McMurray, *local news director*
Roy Briscoe, *news director*
William McClinton, *publicity & promotion director*
Francis "Pop" Taylor, *farm director*
Carl Kroskey, *film editor*
Mary Cadegan, *continuity director*
Sarah Evkovich, *traffic*
Beula Goldfein, *office manager*
Charles S. Shepherd, *chief engineer*

Services: News UP, CBS Newsfilm, facsimile. Live studios, number 2, size of largest 48' x 48', number live cameras 2.

Film & ID: 2 RCA 16 mm film projectors; 2 projection chains; 2 2x2 slide projectors. Film should be sent to Operations Desk, WSTV-TV Exchange Realty Bldg. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs.

Color Equipment: network.

Rates: Class A one hour live $500, film $500. Minute spot live $112.50, film $112.50. ID rate $50.

Toledo: WSPD-TV

Ch. 13. Owned by Storer Broadcasting Co. Address: 136 Huron St. Zone 4. Phone: CHerry 8-6201. Authorized eff. rad. pow.: visual 316 kw, aural 160 kw. Operating pow: visual 316 kw, aural 160 kw. Antenna: 557' above ground, 1,609' above sea level. Networks: CBS-TV (prim.), ABC-TV, NBC-TV. Am station WSPD. Began operating July 1948.

Representatives: National The Katz Agency Inc., Washington attorneys Dow, Lohnes & Albertson, consulting engineers Jansky & Bailey.

Stockholders: Storer Broadcasting Co. (100%).

Executives:
George B. Storer, *president*
Allen L. Haid, *vice president & managing director*
Bill Ashworth, *national sales manager*
Al Ruhfel, *program director*
Bill Stringfellow, *chief engineer*
Frank Venner, *sports director*
D. Merle Gore, *sales service director*

Services: News UP, INS. Live studios, number 1, size of largest 45' x 30', number live cameras 2. Remote equipment: available.

Film & ID: 2 16 mm film projectors; 4 2x2 slide projectors, SRA acceptable or ¼ screen shared. Film should be sent to Helen Eidson. Film required 72 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $1,000, film $1,000. Minute spot live $225, film $225. ID rate $113.

Youngstown: WFMJ-TV

Ch. 21. Owned by Vindicator Printing Co. Address: 101 West Boardman. Phone: RI 3-4121. Authorized eff. rad. pow.: visual 175 kw, aural 87.5 kw. Operating pow.: visual 175 kw, aural 87.5 kw. Antenna: 1,015' above ground, 2,048' above sea level. Networks: NBC-TV (prim.). Am station WFMJ. Began operating March 8, 1953. Interconnected.

Representatives: National Headley-Reed, Washington attorneys Fisher, Wayland, Duvall & Southmayd, A. Earl Cullum consulting engineer.

Stockholders: Vindicator Printing Co., publisher of *Youngstown Vindicator* (43.88%); (treasury stock) William O. Brown, *president, treasurer* (1.133%); William F. Maag Jr., *vice president & general manager* (18.166%); William J. Brown, *secretary* (10.33%); Alma M. Brown (12.833%); Elizabeth M. Brown (10.33%); Katherine Smith (7.09%); J. Floyd Tower (5.27%); John W. Smith (3.59%); and 14 others none owning over 1%.

Executives:
William F. Maag Jr., *vice president*
Mitchell F. Stanley, *general manager & commercial manager*
Jay Grier, *program manager*
Frank Dieringer, *chief engineer*
Bill Lindsay, *news director*
Elden Groves, *farm director*
Marjorie Mariner, *women's director*
John Yoder, *production manager*
Gene Donahay, *film director*

Services: News UP, AP. Live studios, number 1, size of largest 50' x 30', number live cameras 2 RCA. Remote equipment: RCA equipment available, number remote cameras 2 RCA.

Film & ID: 2 16 mm film projectors; 2 2x2 slide projectors, copy: ¾x1, background: 29/32x111/32. Film should be sent to TV Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services, can process b&w 16 mm negative only.

Color Equipment: network.

Rates: Class A one hour live $405, film $350. Minute spot live $77.50, film $70. ID rate $35.

Youngstown: WKBN-TV

Ch. 27. Owned by WKBN Broadcasting Corp. Address: 3930 Sunset Blvd. Zone 1. Phone: ST 2-1145. Authorized eff. rad. pow.: visual 178.0 kw, aural 89.0 kw. Operating pow.: visual 178.0 kw, aural 89.0 kw. Antenna: 539' above ground, 1,656' above sea level. Networks: CBS-TV (prim.). Am station WKBN. Began operating January 6, 1953. Interconnected.

Representatives: National Paul H. Raymer Co., Inc., Washington attorneys Loucks, Zias, Young & Jansky, consulting engineers Page, Creutz, Steel & Waldschmitt.

Stockholders: W. P. Williamson Jr., *president* (59.37%); Gladys S. Williams, *treasurer;* Arthur L. Jones, *secretary;* Sterling E. Graham, *director.* Forest City Publishing Company (40.63%).

Executives:
Warren P. Williamson Jr., *president & general manager*
J. L. Bowden, *station director & commercial manager*
Paul Turner, *program director*
B. T. Wilkens, *chief engineer*
Sid Davis, *news director*
Stu Wilson, *farm director*
Don Gardner, *sports director*

Services: News AP, UP. Live studios, number 2, size of largest 30' x 50', number live cameras 3.

Film & ID: 2 Eastman 16 mm film projectors; 1 2x2 Sarkes-Tarzian slide projectors; 2 2x2 Gray Telejectors; 1 flying spot scanner RCA-TK3A slide projector, standard safe viewing area dimensions. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Complete film production, editing, and processing services.

Color Equipment: network.

Rates: Class A one hour live $450 plus live camera, etc. Minute spot live $90 plus live camera, etc. film $90. ID rate $45.

Youngstown: WKST-TV

Ch. 45. Owned by WKST Inc. Address: 3800 Shady Run Rd. Authorized eff. rad. pow.: visual 200 kw, aural 119 kw. Antenna: 638' above sea level, 1,666' above sea level. Networks: ABC-TV (prim.). Began operating October 1957.

Representatives: National Everett-McKinney Inc.

Stockholders: S. W. Townsend, *president & treasurer* (38%); Wanda E. Townsend, *vice president* (36%); A. W. Graham, *secretary* (7.2%); Charles H. Johnson Jr. (18.8%).

Executives:
S. W. Townsend, *owner & general manager*
Robert C. Harnack, *sales & production manager*
Robert Emch, *operations director*
Ernest Rety, *chief engineer*

Rates: Class A one hour $350. Minute spot $70. ID rate $35.

Zanesville: WHIZ-TV

Ch. 18. Owned by Zanesville Publishing Co. —Southeastern Ohio Broadcasting System Inc. (General partnership). Address: Lind Arcade Bldg., No. 5th St. Phone: GL 2-5431, GL 3-0361. Authorized eff. rad. pow.: visual 74.1 kw, aural 40.7 kw. Operating pow.: visual 14.8 kw, aural 8.1 kw. Antenna: 506'

above ground, 1,410′ above sea level. Networks: NBC-TV (prim.), CBS-TV, ABC-TV. Am station WHIZ. Began operating May 15, 1953. Interconnected.

Representatives: National John E. Pearson Television Inc., Washington attorneys Robert F. Jones, consulting engineers Lohnes & Culver.

Stockholders: Zanesville Publishing Company (63%); Southeastern Ohio Broadcasting System Inc., licensee of WHIZ radio (20%); Ernest B. Graham (11%); Clarence A. Graham (6%); Zanesville Publishing owners Clay Littick (87.5%); Arthur S. Littick (3.3%); William O. Littick (9.2%); Southeastern Ohio Broadcasting owners are Zanesville Publishing Company (60%); Ernest Graham (20%); Clarence A. Graham (20%).

Executives:
Clay Littick, *president*
Allan Land, *managing director*
Nate Milder, *director of sales*
Reed Mellon, *program director*
Wm. A. Hunt Sr., *chief engineer*
Arthur Schreiber, *news director*
Ramona Kieffer, *women's director*
Richard Keys, *sports director*

Services: News UP, AP Photofax. Live studios, number 1, size of largest 28′ x 34′, number live cameras 1.

Film & ID: 2 FP 16 mm film projectors; 1 2x2 slide projector. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 10 days. Film editing services. 16 mm reverse.

Rates: Class A one hour live $150, film $150. Minute spot live $30, film $30. ID rate $15.

OKLAHOMA

Ada: KTEN

Ch. 10. Owned by Eastern Oklahoma Television Co. Inc. Address: Box 10. Zone 6. Phone: Federal 2-2211. Authorized eff. rad. pow.: visual 252 kw, aural 141 kw. Operating pow: visual 252 kw, aural 141 kw. Antenna: 725′ above ground, 1,719′ above sea level. Networks: ABC-TV (prim.), NBC-TV, CBS-TV per program. Am stations KADA Ada, KWSH Tri Cities. Began operating May 3, 1954. Interconnected.

Representatives: National Venard, Rintoul & McConnell Inc., regional Clarke Brown Co. (southwest), Washington attorneys Spearman & Roberson, consulting engineers Vandivere, Cohen & Wearn.

Stockholders: C. C. Morris estate (32.3%); Bill Hoover, *president* (32.3%); Brown Morris, *vice president* (32.3%). Ownership interlocks with KADA Ada and KWSH Tri Cities (Seminole-Wewoka-Holdenville).

Executives:
Bill Hoover, *president & general manager*
Brown Morris, *vice president & station manager*
Doc Bowen, *program director*
Fred Smith, *chief engineer*
George Miller Jr., *news director*
Jack Hoover, *station coordinator*
Doyle Page, *film director*

Services: News AP, AP Fax, local & regional news services. Live studios, number 1, size of largest 54′ x 54′, number live cameras 2.

Film & ID: 2 RCA 16 mm film projectors; 1 2x2 slide projector, standard slides. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; Houston developer.

Color Equipment: network.

Rates: Class A one hour live $225 plus 20%, film $225. Minute spot live $30 plus 20%, film $30. ID rate $15.

Ardmore: KVSO-TV

Ch. 12. Owned by John F. Easley estate, John Easley Riesen, *executor*. Address: 114 N. Washington. Phone: 946—3030. Authorized eff. rad. pow.: visual 27 kw, aural 14 kw. Antenna: 355′ above ground, 1,625′ above sea level. Networks: NBC-TV (prim.). Am station KVSO. Began operating September 9, 1956. Interconnected by microwave.

Representatives: National John E. Pearson Television Inc., Washington attorneys Dow, Lohnes & Albertson, consulting engineers A. Earl Cullum Jr.

Stockholders: John F. Easley estate, John Easley Riesen, *executor*.

Executives:
John Easley Riesen, *general manager*
Gordon E. Lack, *commercial manager*
Lola E. Silkwood, *program director*
William E. Kolb, *chief engineer*
Cleo Long, *news director*
Bill Lauderdale, *farm director*
Dollie Talkington, *women's director*
J. Galy Varnell, *operations director*
Barbara Winkler, *promotion manager*

Services: News AP. Live studios, number 1, size of largest 24′ x 30′, number live cameras 1.

Film & ID: 2 16 mm film projectors; 1 35 mm slide projector. Film should be sent to J. Galy Varnell. Film required 24 hrs. before telecast; slides 24 hrs., artwork 48 hrs. Film editing services; reversal film handled.

Color Equipment: network.

Rates: Class A one hour live $150, film $150. Minute spot live $30, film $30. ID rate $15.

Enid: KGEO-TV

Ch. 5. Owned by Streets Electronics Inc. Address: 206 E. Randolph. Phone: ADams 4-5000. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Antenna: 1,356′ above ground, 2,516′ above sea level. Networks: ABC-TV (prim.). Began operating July 6, 1954.

Representatives: National Blair Television Assoc. Inc., Washington attorneys Lyon, Wilner & Bergson, consulting engineer A. Earl Cullum Jr.

Stockholders: Louis E. Caster and Ashley L. Robinson.

Executives:
George Streets, *general manager*
Charles Keys, *sales manager*
Casey Cohlmia, *news-sports director*
Eugene Clark, *chief engineer*

Rates: Class AA one hour $600. Minute spot $120. ID rate $60.

Lawton: KSWO-TV

Ch. 7. Owned by Oklahoma Quality Broadcasting Co. Address: 406½ D Ave. Phone: EL 5-1380. Authorized eff. rad. pow.: visual 9.630 kw, aural 4.815 kw. Antenna: 520′ above ground, 1,700′ above sea level. Networks: ABC-TV (prim.), CBS-TV. Am station KSWO. Began operating March 8, 1953. Interconnected.

Representatives: National John E. Pearson Television Inc., Washington attorneys Lyon, Wilner & Bergson.

Stockholders: R. P. Scott (15.5%); T. R. Warkentin (15.5%); J. R. Montgomery (15.5%); R. H. Drewry (53.5%).

Executives:
R. H. Drewry, *president*
Emmett L. Keough, *general manager*
R. H. Scott, *film director*
Tom Reddell, *program director*
James Lockerd, *chief engineer*
Joe Neimann, *news director*
Lee Williams, *women's director*
Ronnie Stone, *sports director*
H. S. Ross Jr., *continuity director*
P. N. Goode, *comptroller*

Services: News UP, local. Live studios, number 1, size of largest 27′ x 40′, number live cameras 2. Remote equipment: audio mobile unit.

Film & ID: 2 16 mm film projectors; 1 Gray telejector; 2 35 mm selective slide projectors. Film should be sent to R. H. Scott, Film Director. Film required 72 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services, all types; Filmline R-15 TC, Du Pont & Eastman reversal.

Rates: Class A one hour live $165, film $150. Minute spot live $35, film $30. ID rate $15.

Oklahoma City: KWTV

Ch. 9. Owned by Oklahoma Television Corp. Address: 7401 N. Lincoln. Box 8788. Zone 14. Phone: VIctor 3-6641. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Antenna: 1,572′ above ground, 2,724′ above sea level. Networks: CBS-TV. Began operating December 20, 1953.

Representatives: National Avery-Knodel Inc., Washington attorneys Spearman & Roberson, consulting engineer George C. Davis.

Stockholders: Koma Inc. (50%); Roy J. Turner, *president* (12½%); Video Independent Theatres Inc.—Henry S. Griffing (12½%); Luther T. Dulaney, *vice president* (12½%); F. E. Harper, *vice president* (12½%); John T. Griffin is *president* and *majority stockholder* of KOMA Inc.

Executives:
John T. Griffin, *chairman of the board*
Roy J. Turner, *president*
Edgar T. Bell, *general manager*
Fred L. Vance, *commercial manager*
W. Perry Dickey, *program director & film buyer*
Morris W. Thomas, *chief engineer*
Bruce Palmer, *news director*
Wayne Liles, *farm director*
Montez Tjaden, *promotion director*

Services: News UP Facsimile, UP news, Western Union sports ticker. Live studios, number 2, size of largest 72′ x 50′, number live cameras 3 studio, 2 film.

Film & ID: 3 16 mm film projectors; 1 Gray telop; 2 2x2 TP 3A slide projectors. Film should be sent to Perry Dickey, Film Director. Film required 72 hrs. before tele-

cast; slides 72 hrs., artwork 72 hrs. Film editing services; Houston Blue Base Reversal.

Color Equipment: network.

Rates: Class A one hour live $900. Minute spot live $225. ID rate $112.50.

Oklahoma City: WKY-TV

Ch. 4. Owned by WKY Television System Inc. Address: 500 E. Britton Rd. Zone 14. Phone: TRinity 8-2161. Authorized eff. rad. pow.: visual 100 kw, aural 60 kw. Operating pow: visual 100 kw, aural 60 kw. Antenna: 969' above ground, 2,128' above sea level. Networks: NBC-TV (prim.). Am station WKY. Began operating June 6, 1949. Interconnected.

Representatives: National The Katz Agency Inc., Washington attorneys Pierson, Ball & Dowd, consulting engineers A. D. Ring & Assoc.

Stockholders: The Oklahoma Publishing Co. (100%).

Executives:
E. K. Gaylord, *president*
P. A. Sugg, *executive vice president*
R. W. Welpott, *vice president and station manager*
Jim Terrell, *commercial manager*
Keith Mathers, *director of tv operations*
Joe Jerkins, *program director*
W. J. Willis, *promotion manager*
Gene Lyons, *chief engineer*
Bob Gamble, *news director*
Jack Stratton, *farm director*

Services: News AP, UP. Live studios, number 2, size of each 56'8" x 34'7", number live cameras 5. Remote equipment: completely equipped custom designed flexible bus, number remote cameras 3.

Film & ID: 4 b&w, 2 color 16 mm film projectors; 4 2x2 35 mm double frame slide projectors. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; Houston 22B, 16 mm Blue Base Reversal.

Color Equipment: network, live, film, slides.

Rates: Class AA one hour live $950 plus studio fax, film $950. Minute-20 sec. live $240 plus studio fax, film $240. ID rate $120.

Tulsa: KOTV

Ch. 6. Owned by KOTV Inc. Address: 302 S. Frankfort. Zone 20. Phone: CHerry 2-9233. Authorized eff. rad. pow.: visual 100 kw, aural 60 kw. Operating pow: visual 100 kw, aural 60 kw. Antenna: 1,133' above ground, 2,146' above sea level. Networks: CBS-TV (prim.). Began operating November 1949. Interconnected.

Representatives: National Edward Petry & Co., Washington attorneys Covington & Burling.

Stockholders: J. H. Whitney & Co. (100%).

Executives:
C. Wrede Petersmeyer, *president*
J. C. Richdale Jr., *vice president & general manager*
George Stevens, *commercial manager*
Dale E. Hart, *program director*
Lavoy Hooker, *chief engineer*
Cy Tuma, *news director*
Bob Thomas, *farm director*
Betty Boyd, *women's director*
Hugh Finnerty, *sports director*
Robert Freeland, *director, promotion & public relations*
George Jacobs, *director, engineering & development*

Services: News UP news, UP facsimile, UP Movietone News. Live studios, number 1, size of largest 112' x 50', number live cameras 4. Remote equipment: mobile unit, number remote cameras 2 chains.

Film & ID: 2 16 mm film projectors; 2 2x2 slide projectors. Film should be sent to Dale E. Hart. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network.

Rates: Class AA one hour live $825. Minute spot live $200. ID rate $100.

Tulsa: KTUL-TV

Ch. 8. Owned by Tulsa Broadcasting Co. Address: Box 9697. Phone: HIckory 6-6185. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Antenna: 719' above ground, 1,700' above sea level. Networks: ABC-TV (prim.). Am station KTUL. Began operating September 18, 1954.

Representatives: National Avery-Knodel Inc., Washington attorneys Spearman & Roberson, consulting engineers Paul Godley Co.

Stockholders: John T. Griffin, *chairman* (56.5%); James C. Leake, *president* (3.61%); Bryan Cole, *vice president* (.212%); Marjory Griffin Leake (39.45%); Bryan Mathes, *secretary-treasurer* (.212%).

Executives:
James C. Leake, *president*
Mike Shapiro, *executive vice president & managing director*
William D. Swanson, *station manager*
Bob Norris, *assistant station manager*
John J. Black Jr., *local & regional sales manager*
Charles E. Larkins, *sales promotion, publicity & merchandising director*
Robert E. Snider, *engineering director*
Louis O. Brown, *chief engineer*
Jack Morris, *news, public relations & special events director*
John Rauser, *film manager*

Rates: Class AA one hour $600. Minute spot $120. ID rate $60.

Tulsa: KVOO-TV

Ch. 2. Owned by Central Plains Enterprises Inc. Address: 3701 S. Peoria (Box 1349). Zone 5. Phone: RIverside 2-5561. Authorized eff. rad. pow.: visual 100 kw, aural 60 3 kw. Operating pow: visual 100 kw, aural 60.3 kw. Antenna: 1,175.5' above ground, 2,147' above sea level. Networks: NBC-TV (prim.). Am station KVOO. Began operating December 5, 1954. Interconnected.

Representatives: National Blair Television Assoc., Washington attorneys Dow, Lohnes & Albertson, consulting engineers Jansky & Bailey Inc.

Stockholders: Estate of W. G. Skelly (38.8%); Dean A. McGee, *chairman* (7.41%); Senator Robert S. Kerr, *vice president* (27.89%); Travis M. Kerr (6.86%); Harold C. Stuart, *president* (12%); F. C. Love (2%); C. B. Akers, *executive vice president & general manager* (1.81%); Tulsa University (1.52%); Oklahoma State University (1.52%).

Executives:
Harold C. Stuart, *president*
C. B. Akers, *executive vice president & general manager*
John Devine, *commercial manager*
Bill Sadler, *program director*
Forrest Brokaw, *news director*
John Bushnell, *director of engineering*
John Barth, *chief engineer*
Gordon Gerhardt, *promotion manager*
Len Morton, *sports director*
Joe V. Bowman, *office manager*
Allen Cox, *film director*

Services: News UP, INS, UP film, UP Fax. Live studios, number 2, size of largest 40' x 75', number live cameras 4. Remote equipment: completely equipped, number remote cameras 2.

Film & ID: 4 16 mm film projectors; 1 4x5 telop projector, inside 2¼x3¼; 2 2x2 slide projectors, ⅞x1¼. Film should be sent to Allen Cox, Film Director. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; 16 mm sound or silent.

Color Equipment: network, film, slides.

Rates: Class AA one hour live $825, film $750. Minute spot live $192.50, film $175. ID rate $87.50.

OREGON

Eugene: KVAL-TV

Ch. 13. Owned by Eugene Television Inc. Address: Box 548. Phone: DIamond 3-2551. Authorized eff. rad. pow.: visual 55 kw, aural 33 kw. Operating pow.: visual 55 kw, aural 33 kw. Antenna: 397' above ground, 1,697' above sea level. Networks: NBC-TV (prim.), CBS-TV, ABC-TV. Began operating April, 16, 1954. Interconnected.

Representatives: National George P. Hollingbery Co., regional Art Moore & Assoc. Inc. (Pacific northwest), Washington attorneys Loucks, Zias, Young & Jansky, consulting engineers Alvin H. Bernard.

Stockholders: Robert P. Booth, president (6.66%); C. H. Fisher, vice president (25.66%); Lee P. Bishop, treasurer (6.66%); Thomas Winn, secretary (6.66%); W. D. Abel, director (6.66%); Harvey S. Benson, assistant secretary (6.66%); E. T. Gardner (6.66%); William N. Russell (6.66%); Willis B. Shepard (6.66%); J. Don Smith (6.66%); Harry Thoms (6.66%); C. Philip Tillman (6.66%); Edna Fisher (1%).

Executives:
S. W. McCready, *generay manager*
Phil George, *commercial manager*
Robert E. Anderson, *program, news & sports director*
Alvin H. Barnard, *chief engineer*
Arlene J. Richardson, *promotion manager*

Services: News UP. Live studios, number 1, size of largest 35' x 60', number live cameras 1.

Film & ID: 2 16 mm film projectors; 1 2x2 slide projector, 3 sq. ft. Film should be sent to Martin Levinson, Film Director. Film required 72 hrs. before telecast; slides 36 hrs., artwork 36 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $225. Minute spot live $45. ID rate $23.

Klamath Falls: KOTI-TV

Ch. 2. Owned by California-Oregon Television Inc. Address: Box 732. Phone: TUxedo 4-8131. Authorized eff. rad. pow.: visual 13.5 kw, aural 6.76 kw. Operating pow.: visual 13.0 kw, aural 6.76 kw. Antenna: 109' above ground, 5,549' above sea

level. Networks: CBS-TV (prim.), NBC-TV, ABC-TV. Began operating August 13, 1956. Interconnected.

Representatives: National Blair Television Assoc. Inc., Washington attorneys Dempsey & Koplovitz, consulting engineers Lohnes & Culver.

Stockholders: Some as KBES-TV Medford.

Executives:
William B. Smullin, *general manager*
Walter R. Richartz, *station manager*
B. L. Smith, *chief engineer*
Newton Steward, *news director*

Services: News. Live studios, number 1, size of largest 40′ x 65′, number live cameras 1.

Film & ID: 2 16 mm film projectors; 1 2x2 35 mm slide projector. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services.

Rates: Class A one hour live $150 & up, film $150 & up. Minute spot live $30 & up, film $30 & up. ID rate $15.

Medford: KBES-TV

Ch. 5. Owned by California Oregon Television Inc. Address: Box 1189. Phone: 3-4581. Authorized eff. rad. pow.: visual 28.9 kw, aural 15.8 kw. Antenna: 169′ above ground 2,190′ above sea level. Networks: CBS-TV (prim.), NBC-TV, ABC-TV. Am station KUIN Grants Pass. Began operating July 14, 1953. Interconnected.

Representatives: National Hoag-Blair Co., Washington attorneys Dempsey & Koplovitz, consulting engineers Lohnes & Culver.

Stockholders: Subsidiary of Southern Oregon Broadcasting Co. Amos E. Voorhies, president (16⅔%); Everett A. Faber, vice president; Edward A. Malone, vice president; William B. Smullin, secretary-treasurer; Earle Voorhies (16⅔%); John Voorhies (16⅔%); Redwood Broadcasting Co. Inc. (50%).

Executives:
Amos E. Voorhies, *president*
William B. Smullin, *general manager & secretary-treasurer*
Ed A. Malone, *vice president*
Everett A. Faber, *vice president & business manager*
Jerry Poulos, *manager*
Nestor Williams, *chief engineer*

Services: News AP. Live studios, number 1, size of largest 30′ x 40′, number live cameras 1.

Film & ID: 2 16 mm film projectors; 2 35 mm slide projectors, area: 1¼x⅞. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; slide processing—direct positive.

Rates: Class A one hour live $265, film $250. Minute spot live $55, film $50. ID rate $25.

Portland: KGW-TV

Ch. 8. Owned by Pioneer Broadcasting Co. Address: 1139 S.W. 13th Ave. Phone: CApital 3-6364. Authorized eff. rad. pow.: visual 316 kw, aural 191 kw. Antenna: 648.5′ above ground, 1,811′ above sea level. Networks: ABC-TV (prim.). Am station KGW. Began operating December 15, 1956.

Representatives: National Blair-Tv, Washington attorneys Haley, Wollenberg & Kenehan, consulting engineers Lohnes & Culver.

Stockholders: King Broadcasting Co., licensee of KING-TV, am & fm Seattle, principal stockholders. Officers: Gordon D. Orput, president; Dorothy S. Bullitt, executive vice president; Henry B. Owen, administrative vice president; Henry A. Kuckenberg, vice president; James L. Middlebrooks, vice president; Paul F. Murphy, vice president; Prescott W. Cookingham, secretary; Otto P. Brandt, assistant secretary.

Executives:
Walter Wagstaff, *station manager*
Tom Dargan, *program director*
John Pindell, *sales manager*
William Nutt, *promotion & publicity director*
Fred Eichhorn, *merchandising manager*
Clare Hanawalt, *chief engineer*

Rates: Class AA one hour $700. Minute spot $200. ID rate $100.

Portland: KPTV

Ch. 12. Formerly KLOR. Owned by Oregon Television Inc. Address: 735 S.W. 20th Place. Zone 5. Phone: CA 2-9921. Authorized eff. rad. pow.: visual 316 kw, aural 191 kw. Operating pow.: visual 316 kw, aural 191 kw. Antenna: 280′ above ground, 1,300′ above sea level. Networks: NBC-TV (prim.). Began operating October 11, 1952.

Representatives: National George P. Hollingbery Co. & NBC Spot Sales, Washington attorneys Barnes & Neilson, consulting engineers A. Earl Cullum Jr.

Stockholders: George Haggarty (100%).

Executives:
George Haggarty, *president*
F. J. Riordan, *vice president & general manager*
Don Tykeson, *commercial manager*
Gordon White, *program director*
Gene Phelps, *chief engineer*
Gene Brendler, *news director*
Terry Mason, *manager operations*
Al McLaughlin, *promotion manager*

Services: News UP wire, UP Unifax, local coverage. Live studios, number 2, size of largest 58′ x 83′, number live cameras 6.

Remote Equipment: number remote cameras available.

Film & ID: 2 16 mm b&w film projectors; 3 2x2 slide projectors, including color. Film should be sent to Film Dept. or Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network, film, slides.

Rates: Class A one hour film $700. Minute spot film $120. ID rate $60.

Portland: KOIN-TV

Ch. 6. Owned by Mt. Hood Radio & Television Broadcasting Corp. Address: 140 S.W. Columbia St. Zone 1. Phone: CApitol 8-3333. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: CBS-TV. Am & fm stations KOIN. Began operating October 15, 1953. Interconnected. Antenna: 708′ above ground, 1,773′ above sea level.

Representatives: National CBS Television Spot Sales, regional Art Moore & Assoc. (northwest) Washington attorneys Dow, Lohnes & Albertson, consulting engineers Page, Creutz, Steel & Waldschmitt.

Stockholders: Theodore R. Gamble & Harvey Benson (50%), as trustees under voting trust of original stockholders; Central New York Broadcasting Corp. (50%).

Executives:
Theodore R. Gamble, *president*
C. Howard Lane, *vice president & managing director*
John L. Palmer, *national sales manager*
Frank H. Coffin, *local sales manager*
Ted W. Cooke, *program director*
Louis S. Bookwalter, *chief engineer*
Tal Tripp, *news director*
William E. Drips, *farm consultant*
Betty Davis, *home economist*
John L. Carpenter, *sports director*
J. Robert McGill, *promotion manager*

Services: News AP. Live studios, number 3, size of largest 63′ x 64′, number live cameras 4. Remote equipment: available, number remote cameras 3 available from studio.

Film & ID: 3 16 mm GE Synchrolite film projectors; 2 Spindler & Sauppe slide projectors, 2x2 slides, picture area 29/32 x 15/16 Bode rear screen projector. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services, $15 minimum charge.

Color Equipment: network.

Rates: Class A one hour live $950, film $800. Class AA 20 sec. $265 spot live $215, film $250. Class AA ID rate $125.

Roseburg: KPIC

Ch. 4. Optional satellite of KVAL-TV Eugene, Ore.

PENNSYLVANIA

Altoona: WFBG-TV

Ch. 10. Owned by Triangle Publications Inc., Radio and Tv Div. Address: 1320 11th Ave. Phone: WIndsor 4-2031. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow: visual 316 kw, aural 158 kw. Antenna: 163′ above ground, 2,553′ above sea level. Networks: CBS-TV, NBC-TV, ABC-TV. Am station WFBG. Began operating March 1, 1953.

Representatives: National Blair-Tv, Washington attorneys Lyon, Wilner & Bergson, consulting engineers Kear & Kennedy.

Stockholders: Triangle Publications Inc. (100%).

Executives:
Frank Palmer, *general manager*
Jack Snyder, *station manager*
William Krough, *sales manager*
George Carroll, *program manager*
K. R. Brubaker, *chief engineer*
Betty Adams, *film director*
Edward H. Benedict, *director of national sales*

Services: News AP Radiowire, UP Newsfilm, INS pictures. Live studios, number 1, size of largest 20′ x 30′, number live cameras 2.

Film & ID: 2 16 mm film projectors 2 RCA film cameras 2 2x2 slide projectors, 2 3x4 Baloptican projectors. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs.

Color Equipment: network.

Rates: Class AA one hour live $750, film $750. Minute spot live $170, film $170. ID rate $75.

STATIONS: PENNSYLVANIA

Erie: WICU-TV

Ch. 12. Owned by Dispatch Inc. Address: 3514 State St. Phone: 45-201. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow: visual 316 kw, aural 158 kw. Antenna: 309' above ground, 1,113' above sea level. Networks: NBC-TV (prim.), ABC-TV. Am station WIKK. Began operating March 15, 1949. Interconnected.

Representatives: National Edward Petry & Co. Inc., Washington attorneys McGrath & Brown, consulting engineers Lohnes & Culver.

Stockholders: Edward Lamb, *president & treasurer* (70.83%); J. Howard McGrath, *executive vice president;* Frank C. Oswald, *vice president;* Cecile Huebner, *secretary;* Edward H. Lamb, *assistant secretary;* Prudence H. Lamb, *director* (21.11%); as trustee for 3 Lamb family trusts holds remaining 8.06%. Holds CP for WMAC-TV Massilon, Ohio, is tv applicant for Toledo, operates WHOO Orlando.

Executives:
Edward Lamb, *president*
Ben McLaughlin, *general manager*
Robert L. Lunquist, *commercial manager*
Bruce Flaherty, *program director*
Michael Csop, *chief engineer*
Robert Weschler, *promotion manager*
James N. Spence, *merchandising & sales service*
John Cook, *film director*

Services: News UP, Unifax, Western Union sports wire. Live studios, number 2, size of largest 80' x 45', number live cameras 2.

Film & ID: 4 16 mm film projectors; 1 2x2 35 mm Gray Telejector slide projector. Film should be sent to John W. Cook, Film Director. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $700, film $700. Minute spot live $140, film $140. ID rate $37.50.

Erie: WSEE

Ch. 35. Owned by Great Lakes Television Co. Address: 1220 Peach. Phone: 5-7575. Authorized eff. rad. pow.: visual 170 kw, aural 85 kw. Antenna: 732' above ground, 2,072' above sea level. Networks: CBS-TV (prim.), ABC-TV. Began operating April 25, 1954. Interconnected.

Representatives: National Young Television Corp., Washington attorneys Haley, Wollenberg & Kenehan, consulting engineers Kear & Kennedy.

Stockholders: Jacob A. Young, *chairman* (11.66%); George J. Mead, *president* (16.66%); Charles E. Denny, *vice president* (5.33%); James R. McBrier, *vice president* (6%); A. R. Minadeo, *vice president* (15.33%); James A. Quisenberry, *secretary-treasurer* (2.66%); John J. Mead Jr. (13%); J. T. Simmons (8.33%); John W. English (6.95%); John J. Boland Jr. (6.95%); Edward Mead (1.3%); J. B. Held (3.66%); Mary Mead (1.05%); James Mead (1.05%). Ownership interlocks with WNAO-TV Raleigh, N. C.

Executives:
George J. Mead, *president*
Cecil M. Sansbury, *general manager*
Roger Garrett, *assistant manager sales*
Ed Zellefrow, *chief engineer*
Brod Seymour, *news director*
Hy Yaple, *women's director*
Pete Dooley, *sports director*
Bob Harris, *merchandising director*

Services: News UP, Unifax, CBS Newsfilm. Live studios, number 2, size of largest 45' x 75', number live cameras 2.

Film & ID: 2 16 mm film projectors; 1 2x2 slide projector, critical area: ⅝x⅞. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. 16 mm film handled in film processing.

Rates: Class AA one hour live $366, film $300. Minute spot live $67.50, film $60. ID rate $30.

Harrisburg: WHP-TV

Ch. 55. Owned by WHP Inc. Address: 216 Locust St. Phone: CEdar 4-3211. Authorized eff. rad. pow.: visual 1,000 kw, aural 502 kw. Operating pow: visual 1,000 kw, aural 502 kw. Networks: CBS-TV (prim.). Am station WHP. Began operating April 1953. Interconnected. Antenna:

Representatives: National The Bolling Co.

Inc., Washington attorneys Dow, Lohnes & Albertson, consulting engineer George C. Davis.

Stockholders: Telegraph Press Inc. (96.25%); E. J. Stackpole, *president & treasurer* (.0823%); A. K. Redmond estate (3.5%); A. H. Stackpole, *vice president* (.0823%); Bowman A. Brown, *secretary & assistant treasurer* (.0823%).

Executives:
Richard A. Redmond, *station & program manager*
Mrs. A. K. Redmond, *business & commercial manager*
George Gottschalk, *promotion manager*
E. Dan Leibensperger, *chief engineer*
Joseph Harper, *news director*
Harry Hinkley, *farm director*

Services: News CBS. Live studios, number 2, size of largest 57′ x 45′, number live cameras 4. Remote equipment: RCA field, number remote cameras 3.

Film & ID: 2 16 mm film projectors; 2x2 slide projectors. Film should be sent to Charles Baddorf. Film required 48 hrs. before telecast; slides 48 hrs., artwork 1 wk. Film editing services; rack and tank processing, all types of film handled.

Color Equipment: network.

Rates: Class A one hour live $325 plus production, film $325. Minute spot live $65 plus production, film $65. ID rate $32.50.

Harrisburg: WTPA

Ch. 27. Owned by The Patriot-News Co. Address: 3235 Hoffman St. Phone: CEdar 8-7171. Authorized eff. rad. pow.: visual 1,130 1,130 kw, aural 565 kw. Antenna: 400′ above ground, 1,450′ above sea level. Networks: ABC-TV (prim.). Began operating July 6, 1953. Interconnected.

Representatives: National Harrington Righter & Parsons, Inc., Washington attorneys Fisher, Wayland, Duvall & Southmayd, consulting engineers Lohnes & Culver.

Stockholders: The Patriot-News Co. (100%).

Executives:
Donald D. Wear, *general manager*
Allen P. Solada, *commercial manager*
Mac McCauley, *program director*
Paul D. Gross, *chief engineer*
James Magee, *news director*

Services: News UP, Unifax. Live studios, number 2, size of largest 35′ x 55′, number live cameras 3. Remote equipment: ACF bus completely equipped, number remote cameras 3.

Film & ID: 2 RCA 16 mm film projectors; 2 Bell & Howell newsreel 16 mm cameras 1 2x2 slide projector, safe area: 27/32x1⅓. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services; Houston negative development.

Color Equipment: network.

Rates: Class A one hour live $350. Minute spot live $70. ID rate $35.

Johnstown: WARD-TV

Ch. 56. Owned by Rivoli Realty Co. Address: Porch Bldg. Phone: 8-1216. Authorized eff. rad. pow.: visual 91 kw, aural 46 kw. Antenna: 540′ above ground, 2,461′ above sea level. Networks: CBS-TV, ABC-TV. Am & fm stations WARD. Began operating October 15, 1953.

Representatives: National Weed Television Corp., Washington attorneys Dow, Lohnes & Albertson, consulting engineer James C. McNary.

Stockholders: Walter M. Thomas, *president & treasurer* (17.24%); Dr. George D. Gartland, *vice president* (17.24%); Margaret E. Gartland, *secretary* (51.72%); Clarence B. Hammerle (6.89%); George D. Gartland Sr. (6.89%).

Executives:
Richard J. Butterfield, *general manager & sales manager*

Rates: Class A one hour $200. Minute spot $37.50. ID rate $15.

Johnstown: WJAC-TV

Ch. 6. Owned by WJAC Inc. Address: 329 Main St. Phone: 5-1262. Authorized eff. rad. pow.: visual 70.8 kw, aural 35.4 kw. Operating pow: visual 70.8 kw, aural 35.4 kw. Antenna: 162′ above ground, 2,872′ above sea level. Networks: NBC-TV (prim.), ABC-TV. Am & fm stations WJAC. Began operating September 15, 1949. Interconnected.

Representatives: National The Katz Agency Inc., Washington attorneys Dow, Lohnes & Albertson, consulting engineer James C. McNary.

Stockholders: The Johnstown Tribune Publishing Co. (100%).

Executives:
Walter W. Krebs, *president*
Alvin D. Schrott, *general manager*
John H. Hepburn, *commercial manager*
Frank P. Cummins, *program director*
Theodore E. Campbell, *chief engineer*
Edward J. Klyn, *news director*
Nevin L. Straub, *technical director*

Services: News UP, AP Photofax. Live studios, number 1 plus kitchen, size of largest 30′ x 40′, number live cameras 2 b&w, 1 color.

Film & ID: 2 b&w, 2 color 16 mm film projectors; 2 35 mm Selectro-slide, 2 RCA color slide projectors. Artwork film and slides should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network, local live camera, film, slides.

Rates: Class AA one hour live on request, film $1,000. Minute spot live on request, film $250. ID rate $175.

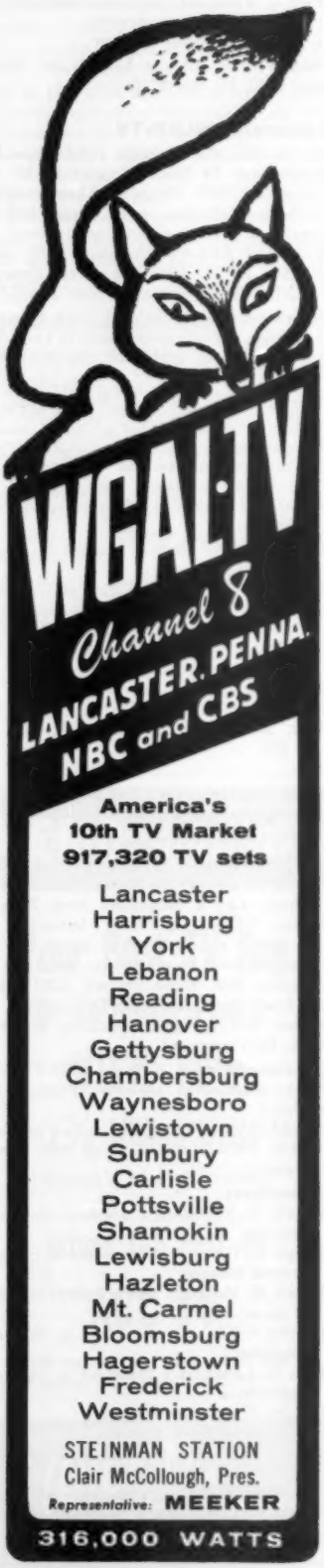
Lancaster: WGAL-TV

Ch. 8. Owned by WGAL Inc. Address: Lincoln Hwy. W. Phone: EXpress 3-5851. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Antenna: 500′ above ground, 1,523′ above sea level. Networks: CBS-TV, NBC-TV. Am & fm stations WGAL. Began operating March 18, 1949.

Representatives: National The Meeker Co. Inc., Washington attorneys Hogan & Hartson, consulting engineer James C. McNary.

Stockholders: Steinman brothers also operate WLEV-TV Bethlehem, Pa.

Executives:
Clair R. McCollough, *president & general manager*
J. Robert Gulick, *assistant general manager in charge of sales*
Harold E. Miller, *station manager*
Harry J. Shaub Jr., *business manager*
Paul C. Rodenhauser, *program manager*



Paul I. Woodland, *promotion manager*
Robert Malick, *farm director*
J. E. Mathiot, *chief engineer*
Rates: Class AA one hour $1,200. Minute spot $240. ID rate $120.

Lebanon: WLBR-TV

Ch. 15. Owned by Triangle Publications Inc., Radio and Tv Div. Address: R. D. #5, Television Hill. Phone: LEbanon 3-1601. Authorized eff. rad. pow.: visual 129 kw, aural 64.5 kw. Operating pow: visual 129 kw, aural 64.5 kw. Antenna: 572′ above ground, 1,472′ above sea level. Network: ABC-TV. Began operating May 2, 1957.

Representatives: National Blair Television Assoc. Inc., Washington attorneys Lyon, Wilner & Bergson, consulting engineers Kear & Kennedy.

Stockholders: Triangle Publications Inc. (100%).

Executives:
Joe Zimmermann, *general manager*
Dave Miller, *operations manager*
Edward H. Benedict, *director of national sales*

Services: Live studios, number 1, number live cameras 2.

Film & ID: 3 16 mm film projectors; 2 RCA film chains; 2 2x2 automatic slide projectors. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs.

Color Equipment: network.

Rates: Class A one hour live $200, film $200. Minute spot live $46, film $46. ID rate $20.

New Castle: WKST-TV (See Youngstown, Ohio)

Philadelphia: WCAU-TV

Ch. 10. Owned by The Philadelphia Bulletin. Address: City & Monument Aves. Zone 31. Phone: GReenwood 7-8300. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow: visual 316 kw, aural 158 kw. Antenna: 979′ above ground, 1,261′ above sea level. Networks: CBS-TV (prim.). Am station WCAU. Began operating March 1, 1948. Interconnected.

Representatives: National CBS-TV Spot Sales, Washington attorneys Pierson, Ball & Dowd.

Stockholders: The Bulletin Co., publisher of *The Philadelphia Evening and Sunday Bulletin.*

Executives:
Donald W. Thornburgh, *president & general manager*
Joseph L. Tinney, *vice president & assistant general manager*
Robert M. McGredy, *vice president in charge of tv sales*
Charles Vanda, *vice president in charge of television*
John G. Leitch, *vice president in charge of engineering*
Charles Shaw, *news director*
Bill Bennett, *farm director*
Marvin L. Shapiro, *national sales manager*
Bill Campbell, *sports director*
E. Gordon Walls, *regional sales manager*
Robert N. Pryor, *vice president in charge of public relations*

Services: News AP, UP, INS, WCAU news bureau. Live studios, number 4, size of largest 60′ x 80′, number live cameras 16. Remote equipment: 1 RCA mobile unit.

Film & ID: 6 RCA 16 mm, 2 for color film projectors; 3 RCA automatic dual 2x2 double frame slide projectors, critical copy must fall within ⅞x⅞ area, mounted between glass in Davidson metal mounts. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; Houston 22B negative processor, Eastman Kodak, Du Pont 16 mm film handling.

Color Equipment: network, live, film, slides.

Rates: Class A one hour live $3,250, film $3,250. Minute spot live $750, film $750. ID rate $375.

Philadelphia: WFIL-TV

Ch. 6. Owned by Triangle Publications Inc., Radio and Tv Div. Address: 46th and Market Sts. Zone 39. Phone: EVergreen 2-4700. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow: visual 100 kw, aural 50 kw. Antenna: 659′ above ground, 924′ above sea level. Networks: ABC-TV (prim.). Am & fm stations WFIL. Began operating September 13, 1947. Interconnected.

Representatives: National Blair-Tv, Washington attorneys Lyon, Wilner & Bergson, consulting engineers Kear & Kennedy.

Stockholders: Triangle Publications Inc. (100%). Walter H. Annenberg and family.

Executives:
Roger W. Clipp, *general manager*
George A. Koehler, *station manager*
Kenneth W. Stowman, *general sales manager*
Sherman Gregory, *tv sales manager*
Henry E. Rhea, *chief engineer*
Gunnar Back, *director of news & special events*
John C. Harlan, *business manager*
Edward H. Benedict, *director of national sales*

Services: News UP Newswire, Radiowire, Newsfilm, INS pictures. Live studios, number 3, size of largest 48′ x 65′, number live cameras 10. Remote equipment: RCA, number remote cameras 5.

Film & ID: 4 16 mm film projectors; 2 2x2 automatic slide projectors, 1 16 mm Animatic. Film should be sent to Miss Connie Day. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; 1 Houston 16 mm processor, Kolormatic 16 mm.

Color Equipment: network, live, film, slides.

Rates: Class AA one hour live $3,200, film $3,200. Minute spot live $750, film $750. ID rate $375.

Philadelphia: WRCV-TV

Ch. 3. Owned by National Broadcasting Co. Inc. Address: 1619 Walnut St. Zone 3. Phone: LOcust 4-3700. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow: visual 100 kw, aural 50 kw. Antenna: 602′ above ground, 1,014′ above sea level. Networks: NBC-TV (prim.). Am station WRCV. Began operating September 1, 1941. Interconnected.

Representatives: National NBC Spot Sales, consulting engineers NBC Engineering.

Stockholders: National Broadcasting is wholly owned subsidiary of Radio Corp. of America.

Executives:
Robert W. Sarnoff, *NBC president*
Lloyd E. Yoder, *vice president & general manager*
Theodore H. Walworth Jr., *director of sales*
Robert Lemon, *director of programs*
William A. Howard, *manager of technical operations*
Curtis D. Peck, *director of operations*

Services: News AP, INS, UP. Live studios, number 3, size of largest 28′ x 49′, number live cameras 12 b&w, 2 color. Remote equipment: 1 4-camera mobile unit, 1 3-camera mobile unit, number remote cameras 10.

Film & ID: 2 b&w & 2 color RCA 16 mm film projectors; 2 RCA 2x2 slide projectors. Film should be sent to Film department—commercial films to Operations Desk, WRCV-TV Traffic Dept. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network, live, film, slides.

Rates: Class AA one hour live $3,200, film $3,200. 20 sec. spot live $825, film $825. ID rate $415.

Philadelphia: WVUE (see Wilmington, Del.)

Pittsburgh: KDKA-TV

Ch. 2. Owned by Westinghouse Broadcasting Co. Inc. Address: 1 Gateway Center. Zone 22. Phone: EXpress 1-3000. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Antenna: 675′ above ground, 2,048′ above sea level. Networks: NBC-TV (prim.), CBS-TV, ABC-TV. Am station KDKA. Began operating January 1949 as WDTV.

Representatives: National Peters, Griffin, Woodward Inc.

Stockholders: Westinghouse Electric Corp. (100%).

Executives:
Donald H. McGannon, *president Westinghouse Broadcasting Co.*
Harold C. Lund, *vice president Westinghouse Broadcasting Co.*
Jerome R. (Tad) Reeves, *general manager*
John Stilli, *sales manager*
B. Calvin Jones, *program manager*
Raymond W. Rodgers, *chief engineer*
David N. Lewis, *promotion manager*

Services: News UP newsreel, UP Facsimile. Live studios, number 2, size of largest 73′ x 68′, number live cameras 2 image Orthicon per studio (3rd available). Remote equipment: remote truck & associated equipment, local newsreel.

Film & ID: 4 16 mm film projectors; 3 film cameras; flying spot scanners for 2x2 glass slides. Film should be sent to Richard Dreyfuss, Film Director. Film required 48 hrs. before telecast; slides 48 hrs., artwork 62 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $1,500, film $1,500. Minute spot live $300, film $300. ID rate $150.

Pittsburgh: WIIC

Ch. 11. Owned by WIIC Inc. Address: 700 Ivory Ave. Zone 14. Phone: WEllington 1-6900. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow: visual

316 kw, aural 158 kw. Antenna: 842' above ground, 2,042' above sea level. Networks: NBC-TV (prim.). Began operating September 1, 1957.

Representatives: National Blair-Tv, Washington attorneys Segal, Smith & Hennessey.

Stockholders: Post-Gazette Publishing Co.; H. K. Brennen; Margaret M. Brennen; Thelma M. Bregenser.

Executives:
O. M. Schloss, *president*
Robert A. Mortensen, *general manager*
Roger D. Rice, *commercial manager*
James Shannon, *national sales representative*
Shelton Weaver, *operations-production manager*
Henry Kaiser, *chief engineer*
Robert Holland, *news director*
Caley E. Augustine, *public relations-promotion director*

Services: News AP, UP, local. Live studios, number 2, size of largest 60' x 70', number live cameras 3.

Film & ID: 3 GE 16 mm film projectors; 2x2 slide projectors. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; newsfilm processing.

Color Equipment: network.

Rates: Class AA one hour live $1,925, film $1,800. Minute spot or 20 sec. live $475, film $450. ID rate $225.

Scranton: WARM-TV

Ch. 16. Owned by Union Broadcasting Co. Address: 333 Madison Ave. Phone: DIamond 3-1245. Authorized eff. rad. pow.: visual 191 kw, aural 102 kw. Operating pow.: visual 191 kw, aural 102 kw. Antenna: 347' above ground, 2,415' above sea level. Networks: ABC (prim.). Am station WARM. Began operating February 9, 1954.

Representatives: National Bolling Co., Washington attorneys Loucks, Zias, Young & Jansky, consulting engineers Jansky & Bailey.

Stockholders: Martin F. Memolo, *president* (21.2%); William W. Scranton, *treasurer* (64.5%); William M. Dawson, *vice president* (3%); Sam M. Fegenbaum (1.5%); Roswell J. Parker (1.5%); Art Bolin (1%); Earl E. Gress (1%); John J. Memolo, *vice president* (.1%); James S. Scandale (.2%); William W. Scranton also owns 30% of WTVE Elmira, N. Y.

Executives:
Martin F. Memolo, *president*
William B. Dawson, *general manager*
Samuel Feigenbaum, *commercial manager*
Arthur Bolin, *program director*
Roswell J. Parker, *chief engineer*
John Von Bergen, *news director*
Jess Landenberger, *farm director*
Janet Miller, *women's director*
George Gilbert, *sports director*
Mary L. Walsh, *traffic manager*
Frances M. Breslin, *promotion director*

Services: News AP. Live studios, number 1, size of largest 40' x 100', number live cameras 2. Remote equipment: number remote cameras 2.

Film & ID: 2 16 mm film projectors; 1 2x2 Gray telejector. Film should be sent to Film Director, William Halpin. Film required 72 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services; 16 mm negative film processing.

Rates: Class A one hour live $225, film $225. Minute spot live $45, film $45. ID rate $22.50.

Scranton: WDAU-TV

Ch. 22. Formerly WGBI-TV. Owned by Scranton Broadcasters Inc. Address: 1000 Wyoming Ave. Zone 9. Phone: DIamond 2-7634. Authorized eff. rad. pow.: Operating pow: visual 1,000 kw, aural 500 kw. Antenna: 421' above ground, 2,545' above sea level. Networks: CBS-TV (prim.). Am & fm stations WGBI. Began operatinig June 7, 1953. Interconnected.

Representatives: National H-R Television Inc., Washington attorneys Dow, Lohnes & Albertson, consulting engineer George C. Davis.

Stockholders: WCAU Inc. (50%)—includes 75% of voting stock. The Philadelphia Bulletin controls WCAU Inc. which owns WCAU-TV, am & fm Philadelphia. Megargee family (50%)—includes 25% of voting stock. Megargee family owns WGBI am & fm Scranton.

Executives:
Donald W. Thornburgh, *president*
Vance L. Eckersley, *vice president & general manager*
Anton J. Moe, *general sales manager*
Robert E. McDowell, *station manager*
Mort Rosenthal, *program director*
Doug Holcomb, *promotion director*
K. R. Cooke, *chief engineer*
Tom Powell, *news director*
Bill Longworth, *farm director*
Elizabeth Ives, *women's director*
Jerry Griffin, *sports director*

Services: News AP, UP, CBS Newsfilm. Live studios, number 1, size of largest 35' x 25', number live cameras 2. Remote equipment: complete setup available, number remote cameras 3.

Film & ID: 2 16 mm film projectors; 2 2x2 glass mounted slide projectors, scan area 22 mm x 30 mm, safe viewing area 16 mm x 22 mm. Film should be sent to Mort Rosenthal. Film required 24 hrs. before telecast; slides 24 hrs., artwork 24 hrs. Film editing services; Filmtone Processor, Uhler Printer, 16 mm film handled.

Color Equipment: network.

Rates: Class AA (Card 5) one hour live $600. Minute spot live $125. ID rate $62.50.

Wilkes-Barre: WBRE-TV

Ch. 28. Owned by WBRE-TV Inc. Address: 62 S. Franklin. Phone: VAlley 3-3101. Authorized eff. rad. pow.: visual 1,000 kw, aural 500 kw. Operating pow.: visual 1,000 kw, aural 500 kw. Antenna: 426' above ground, 2,520' above sea level. Networks: NBC-TV (prim.). Am & fm stations WBRE. Began operating January 1, 1953. Interconnected.

Representatives: National Headley-Reed Tv, Washington attorneys Hogan & Hartson, consulting engineer Robert Silliman.

Stockholders: Louis G. Baltimore; David M. Baltimore & family.

Executives:
Louis G. Baltimore, *president*
David M. Baltimore, *vice president & general manager*
Ernest Lewis, *commercial manager*
Franklin D. Coslett, *operations director & news director*
Charles Sakoski Sr., *chief engineer*
Fred Foerster, *production director*
Robert Gibson, *film director*
Andrew Kotch, *art director*

Services: News UP, INS Telenews. Live studios, number 3, size of largest 18' x 30', number live cameras 2.

Film & ID: 2 16 mm film projectors; 2x2 projectors glass slides. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services, 16 mm reversal Bridgamatic.

Color Equipment: network, live, film.

Rates: Class AA one hour live $585, film $525. Minute spot live $115, film $105. ID rate $52.50.

Wilkes-Barre: WILK-TV

Ch. 34. Owned by Wyoming Valley Broadcasting Co. Address: 88 N. Franklin St. Phone: VAlley 4-4666. Operating pow: visual 1,500 kw, aural 389 kw. Antenna: 254' above ground, 2,363' above sea level. Networks: ABC-TV (prim.). Began operating September 7, 1953.

Representatives: National Avery-Knodel Inc., Washington attorneys Miller & Schroeder, consulting engineers Page, Creutz, Steel & Waldschmitt.

Stockholders: Mitchell Jenkins, *president* (12½%); Roy E. Morgan, *executive vice president & secretary* (12½%); Harold T. Gray, *1st vice president* (12½%); Vernon L. Wise, *2nd vice president* (12½%); Thomas P. Shelburne, *treasurer* (12½%); Edna W. Morgan, *assistant treasurer*

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(12½%); Gerald L. Wise, *assistant secretary* (12½%)—in trust; Leon Schwartz (12½%). Harold T. Gray and Jason S. Gray own WCED Dubois, Pa. and publish *Dubois Courier-Express*. Vernon & Gerald Wise each owns 16⅔ of *Butler* (Pa.) *Eagle*.

Executives:
Roy E. Morgan, *president*
Thomas P. Shelburne, *treasurer & tv managing director*
Malcolm W. Dale, *commercial manager*
Hal Berg, *program director*
Theodore French, *chief engineer*
Tom Bigler, *news director*
James Hutchison, *farm director*
John Sobol, *sports director*

Services: News INS Telenews, AP. Live studios, number 1, number live cameras 2.

Film & ID: 2 16 mm film projectors; 1 slide projector, 2x2 tape or metal mounted (prefer tape). Film should be send to Hal Berg, *Program Director*. Film required 72 hrs. before telecast; slides 48 hrs., artwork 6 days. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $350. Minute spot live $70. ID rate $35.

York: WNOW-TV

Ch. 49. Owned by WNOW Inc. Address: Box 1747. Phone: 2-7821. Authorized eff. rad. pow.: visual 98 kw, aural 52.5 kw. Operating pow: visual 20 kw, aural 10 kw. Antenna: 384′ above ground, 1,174′ above sea level. Am station WNOW. Began operating November 1953.

Representatives: National Young Television Corp.

Stockholders: William F. Rust Jr.; Ralph Gottlieb; M. D. Rust.

Executives:
William F. Rust Jr., *president & general manager*
Glen Winter, *chief engineer*

Services: Live studios, number 1, size of largest 40′ x 50′, number live cameras 2.

Film & ID: 2 16 mm film projectors; 4x5 opaque or 2x2 transparent slide projectors. Film should be sent to Glen Winter. Film required 24 hrs. before telecast; slides 24 hrs., artwork 24 hrs.

Rates: Class A one hour film $100. Minute spot film $22. ID rate $15.

York: WSBA-TV

Ch. 43. Owned by Susquehanna Broadcasting Co. Address: South Queen St., extended. Phone: YOrk 25-531. Authorized eff. rad. pow.: visual 170 kw, aural 86 kw. Operating pow.: visual 20 kw, aural 10 kw. Antenna: 400′ above ground, 1,127′ above sea level. Networks: ABC-TV (prim.). Am station WSBA. Began operating December 1952. Interconnected.

Representatives: National Jack Masla & Co. Inc., Washington attorneys Loucks, Zias, Young & Jansky, consulting engineer George C. Davis.

Stockholders: approximately 80% of stock is owned by estate of Louis J. Appell, deceased.

Executives:
Louis J. Appell Jr., *president*
Robert M. Stough, *commercial manager*
Jim Curtis, *program director*
Arthur C. Hafer, *chief engineer*
Eddie Waleski, *sports director*
Stephen B. Fayer, *promotion director*

Services: News AP. Live studios, number 3, size of largest 40′ x 60′, number live cameras 2.

Film & ID: 2 RCA 16D film projectors; 2 Spindler & Sauppe 2x2 slide projectors. Film should be sent to Operations Desk. Film required 24 hrs. before telecast; slides 24 hrs., artwork 24 hrs. Film editing services; 16 mm film processing.

Rates: Class A one hour live $200, film $200. Minute spot live $37.50, film $37.50. ID rate $20.

RHODE ISLAND

Providence: WJAR-TV

Ch. 10. Owned by The Outlet Co. Address: 176 Weybosset St. Phone: GAspee 1-8255. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow: visual 316 kw, aural 158 kw. Antenna: 853′ above ground, 1,049′ above sea level. Networks: NBC-TV (prim.), ABC-TV. Am station WJAR. Began operating July 10, 1949. Interconnected.

Representatives: National Edward Petry & Co. Inc., Washington attorneys Dow, Lohnes & Albertson, consulting engineers Lohnes & Culver.

Stockholders: The Outlet Co. (100%).

Executives:
George O. Griffith, *vice president & treasurer*
J. S. "Dody" Sinclair, *station manager*
Dave Shurtleff, *director of sales*
Seymour Horowitz, *program manager*
Frederick R. Griffiths, *operations manager*
Edward Boghosian, *sales manager*
Thomas Prior, *chief engineer*
Warren Walden, *news & sports director*
Walter Covell, *farm director*

Services: News AP, UP, INS wire services; U. S. Weather Dept. wire service, CBS Newsfilm, Acon film (Boston). Live studios, number 2, size of largest 46′ x 37′, number live cameras 3. Remote equipment: portable transmitter, mobile unit, number remote cameras 2 RCA Image Orthicon.

Film & ID: 4 16 mm film projectors; 3 2x2 tape or metal mounted slide projectors. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; Bridgmatic R TV 930 & 931.

Color Equipment: network.

Rates: Class AA one hour $1,300. Minute spot live $325, film $300. ID rate $150.

Providence: WPRO-TV

Ch. 12. Owned by Cherry & Webb Broadcasting Co. Address: WPRO Bldg., 24 Mason St. Zone 2. Phone: PLantations 1-9776. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow: visual 316 kw, aural 158 kw. Antenna: 557′ above ground, 849′ above sea level. Networks: CBS-TV (prim.). Am station WPRO. Began operating March 27, 1955. Interconnected.

Representatives: National Blair-Tv, Washington attorneys Dow, Lohnes & Albertson, consulting engineer James C. McNary.

Stockholders: Cherry Broadcasting Co.—William S. Cherry Jr., *president* (44.9%); Anna Cherry Gross (44.9%); Charles W. Knowles (10.2%). Cherry Broadcasting Co., of which William S. Cherry Jr. is 85% owner, owns 100% of WDBO-TV and am & fm Orlando, Fla.

Executives:
William S. Cherry Jr., *president*
Arnold F. Schoen Jr., *general manager*
Eugene W. Wilkin, *commercial manager*
Raymond A. Gilvard, *program director*
John V. Ferri, *chief engineer*
Donald S. Moeller, *production manager*

Services: News UP. Live studios, number 2, size of largest 30′ x 50′, number live cameras 2.

Film & ID: 2 16 mm film projectors; 2 2x2 Selectroslide slide projectors, safe viewing area 18 mm x 24 mm centered in scanned area. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film edtiing services.

Rates: Class A one hour live $1,100, film $1,100. Class AA minute spot live $300, film $300. ID rate $150.

SOUTH CAROLINA

Anderson: WAIM-TV

Ch. 40. Owned by Wilton E. Hall. Address: 321 Kingsley Rd. Phone: CAnal 6-1511. Authorized eff. rad. pow.: visual 170 kw, aural 93.3 kw. Antenna: 418′ above ground, 1,168′ above sea level. Networks: ABC-TV, CBS-TV (prim.). Am station WAIM, fm station WCAC. Began operating December 1, 1953.

Representatives: National Headley-Reed Tv, regional Dora-Clayton Agency Inc. (Atlanta), Washington attorneys Cottone & Scheiner, consulting engineer George C. Davis.

Stockholders: Wilton E. Hall (100%), publisher of Anderson *Independent* and *Mail*.

Executives:
Wilton E. Hall, *owner*
Glenn P. Warnock, *general manager*
John McCallum, *sales manager*
Ray Barath, *production director*
Earl Cosens, *engineering director*
Virginia Barath, *promotion manager*

Rates: Class A one hour $150. Minute spot $30. ID rate $18.75.

Charleston: WCSC-TV

Ch. 5. Owned by WCSC Inc. Address: 485 East Bay. Phone: 3-8371. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Antenna: 515′ above ground, 525′ above sea level. Networks: CBS-TV, ABC-TV. Am & fm stations WCSC. Began operating June 19, 1953.

Representatives: National Peters, Griffin, Woodward, Inc., Washington attorneys Dow, Lohnes & Albertson, consulting engineers Lohnes & Culver.

Stockholders: John M. Rivers, *president-treasurer* (63.74%); G. L. B. Rivers, *vice president* (.94%); Martha Rivers, *secretary* (.01%); I. Mayo Read, *director* (.12%); Dr. Robert Wilson Jr., *director* (.31%); Arthur L. Rivers II (1.88%); remaining stockholders own less than 1% each.

Executives:
John M. Rivers, *president & general manager*
Roland Weeks, *station manager & national commercial manager*
Ralph E. Thornley, *regional commercial manager*
Charles E. Hall, *program director*
Emmett Robinson, *production manager*

John Broughton, *chief engineer*
Ken Klyce, *news director*
George Norwig, *sports director*
Mrs. Annie Lee Small, *promotion manager (publicity & merchandising)*
Carl Kilpatrick, *chief of photography*
Annie Laurie Quarterman, *film & traffic supervisor*

Services: News UP Movietone, UP radio wire. Live studios, number 1, size of largest 50' x 30', number live cameras 3.

Film & ID: RCA Videon pickup, also opaque pickup, RCA TP7A projector, overall area 2x2, usable area 32x24, safety area 18x24 oval. Film should be sent to Film Department. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Complete film editing services.

Color Equipment: network.

Rates: Class A one hour live on request, film $300. Minute spot live $80.50, film $75. ID rate $38.

Charleston: WUCN-TV

Ch. 2. Owned by Southern Broadcasting Co. Address: Box 879. Phone: MOunt Pleasant 4141. Authorized eff. rad. pow.: visual 100 kw, aural 53 7 kw. Antenna: 845' above ground, 849' above sea level. Networks: NBC-TV, ABC-TV (prim.). Began operating September 25, 1954.

Representatives: National Weed Television Corp., Washington attorney Eliot C. Lovett, consulting engineers Gautney & Jones.

Stockholders: J. Drayton Hastie family (43%); Theodore D. Maybank (4 7%); following concerns each own 7.4%, all stock voted by Hazard Reeves: Preview Theatre Inc., Reeves Products Inc., Three Hundred Four Corp. and Reeves Sound Studios; remainder of stock held by approximately 150 others, none holding more than 1%.

Executives:
J. Drayton Hastie, *president & general manager*
Douglas Bradham, *secretary & assistant general manager*
Grange Cuthbert, *sales manager*
Clark Davis, *production manager*
Walter Nelson, *chief engineer*

Rates: Class A one hour $300. Minute spot $75. ID rate $35.

Columbia: WIS-TV

Ch. 10. Owned by The Broadcasting Co. of the South. Address: 1111 Bull St. Phone: ALpine 3-6431. Authorized eff. rad. pow.: visual 269 kw, aural 135 kw. Operating pow: visual 269 kw, aural 135 kw. Antenna: 582' above ground, 905' above sea level. Networks: NBC-TV (prim.), ABC-TV. Am station WIS. Began operating November 7, 1953. Interconnected.

Representatives: National Peters, Griffin, Woodward Inc., Washington attorneys Dow, Lohnes & Albertson, consulting engineers Lohnes & Culver.

Stockholders: The Broadcasting Co. of the South sole owner.

Executives:
G. Richard Shafto, *executive vice president*
Charles A. Batson, *managing director*
Law Epps, *sales manager*
John Bondeson, *promotion director*
Dixon Lovvorn, *program director*
Barnett Goldberg, *chief engineer*
Gren Seibels, *news director*

Services: News UP, CBS Newsfilm, Unifax, local news camera staff. Live studios, number 2, size of largest 46' x 50', number live cameras 3. Remote equipment: 1 field chain with supporting equipment, number remote cameras 2.

Film & ID: 3 16 mm RCA film projectors; 3 Spindler & Sauppe slide projectors for 2x2 slides, SRA standards for ID slides. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services, available on request.

Color Equipment: network.

Rates: Class AA one hour live $450 plus studio charge of $50, film $450. Minute spot live $110 plus studio charge, film $110. ID rate $55.

Columbia: WNOK-TV

Ch. 67. Owned by Palmetto Radio Corp. Address: 1811 Main St., Box 5307. Phone: ALpine 2-7737. Authorized eff. rad. pow.: visual 93.5 kw, aural 47.25 kw. Operating pow: visual 93.5 kw, aural 47.25 kw. Antenna: 536' above ground, 916' above sea level. Networks: CBS-TV (prim.), ABC-TV. Am station WNOK. Began operating September 1, 1953. Interconnected.

Representatives: National Paul H. Raymer Co., Washington attorneys Covington & Burling, consulting engineers Jansky & Bailey.

Stockholders: Irwin Kahn, *president* (29.8%); H. Moody McElveen Jr., *vice president* (3.06%); W. Croft Jennings, *vice president* (6.9%); J. W. Lindau III, *vice president* (11.4%); Carlisle Roberts, *secretary* (7.35%); Samuel Litman, *treasurer* (10%); Louis G. Merritt (4.82%) with wife; over 40 others, none owning more than 3.5%.

Executives:
H. Moody McElveen Jr., *executive vice president & general manager*
David C. Phillips, *sales manager*
Graham Thomas, *program director*
Charlton W. Bowers, *chief engineer*
Winter T. Kimes, *news director*
Don Robertson, *sports director*
Richard Laughridge, *production manager*

Services: News AP. Live studios, number 2, size of largest 25' x 70', number live cameras 2. Remote equipment: complete mobile unit, number remote cameras 2.

Film & ID: 2 16 mm film projectors; 1 2x2 monochrome scanner slide projectors. Film should be sent to Att: Operations Desk. Film required 24 hrs. before telecast; slides 24 hrs., artwork 3 days. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $260, film $200. Minute spot live $45, film $40. ID rate $20.

Florence: WBTW

Ch. 8. Owned by Jefferson Standard Broadcasting Co. Address: New Cashua Ferry Rd. Phone: 2-1566. Authorized eff. rad. pow.: visual 316 kw, aural 191 kw. Operating pow.: visual 316 kw, aural 191 kw. Antenna: 824' above ground, 923' above sea level. Networks: CBS-TV (prim.), ABC-TV, NBC-TV. Began operating October 18, 1954. Interconnected.

STATIONS: SOUTH CAROLINA

Representatives: National CBS Television Spot Sales, Washington attorneys Kirkland, Fleming, Green, Martin & Ellis, consulting engineers A. D. Ring & Assoc.

Stockholders: Jefferson Standard Life Insurance Co. (100%); also owns 100% of WBIC Greensboro, N. C. & 16.59% of Greensboro News Co. (WFMY-TV) and 100% of WBT and WBTV Charlotte, N. C.

Executives:
Joseph M. Bryan, *president*
Charles H. Crutchfield, *executive vice president & general manager*
J. William Quinn, *managing director*
George B. Burnette, *program manager*
John H. Brock, *sales manager*
Emil A. Sellars, *engineering manager*
Whitefoord Smith, *promotion manager*
Joe MacMillan, *farm director*
Harry Hughes, *film director*

Services: News AP, CBS newsfilm. Live studios, number 2, size of largest 30' x 45', number live cameras 2. Remote equipment: upon request.

Film & ID: 2 RCA TP 16D film projectors; 2x2 slide, 3x4 opaque slide projectors; Bell & Howell 70DL and Auricon 100 film cameras; rear screen. Film should be sent to Harry B. Hughes, Film Director. Film required 72 hrs. before telecast; slides 48 hrs., artwork 24-72 hrs. Film editing services, processing and Du Pont 930 and 931 reversal.

Rates: Class A one hour live $300,* film $300. Class AA minute spot live $85, film $85. ID rate $42.50.

*Plus costs for live studio facilities and announcers' rates which are given on request.

Greenville: WFBC-TV

Ch. 4. Owned by WMRC Inc. Address: 505 Rutherford St. Phone: CEdar 9-1321. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow: visual 100 kw, aural 50 kw. Antenna: 158' above ground, 2,204' above sea level. Networks: NBC-TV (prim.). Am station WFBC. Began operating December 31, 1953.

Representatives: National Weed Television Corp., Washington attorneys Dow, Lohnes & Albertson, consulting engineers Vandivere, Cohen & Wearn.

Stockholders: Greenville News-Piedmont Co. (48%); Robert A. Jolley, *president* (4.95%); John I. Smith, *vice president* (1.3%); C. F. Haynesworth Jr., *secretary* (.99%); James E. Jolley, *assistant secretary* (2.015%); James D. Poag, *director* (5.15%) with wife; Alester G. Furman Jr., *director* (2.2%); Mamie J. Bruce (2.015%); Robert A. Jolley Jr. (2.015%); Nolan Meyers (2.011%); Wilson C. Wearn, *assistant to president* (.8%); 8 stockholders own slightly over 1% each; remainder held by over 25 others, none owning as much as 1%.

Executives:
R. A. Jolley, *president*
Wilson C. Wearn, *assistant to the president*
Kenneth Beachboard, *general manager*
R. Q. Glass Jr., *commercial manager*
Edna L. Seaman, *promotion manager*

Norvin C. Duncan Jr., *program director*
W. E. Garrison, *chief engineer*
Monty DuPuy, *news director*
Ben Leonard, *farm director*
Emily Lite, *women's director*
Verner Tate, *sports director*

Services: News AP, INS. Live studios, number 2, size of largest 40′ x 60′, number live cameras 2. Remote equipment: Fully-equipped remote bus, number remote cameras 2.

Film & ID: 2 16 mm film projectors; 2 35 mm slide projectors. Films should be sent to C. E. Howard. Film required 36 hrs. before telecast; slides 36 hrs., artwork 36 hrs. Film editing services; Bridgamatic negative.

Color Equipment: network.

Rates: Class A one hour live on request, film $525. Minute spot live on request, class AA film $120. ID rate 50% of minute spot.

Spartanburg: WSPA-TV

Ch. 7. Owned by The Spartan Radiocasting Co. Address: 224 E. Main St., Box 1717. Phone: 3-3621. Authorized eff. rad. pow.: visual 257 kw, aural 144 kw. Antenna: 445′ above ground, 2,209′ above sea level. Networks: CBS-TV (prim.). Am station WSPA. Began operating April 29, 1956. Interconnected.

Representatives: National George P. Hollingbery Co. Washington attorneys Dempsey & Koplovitz, consulting engineers, A. D. Ring & Assoc.

Stockholders: Walter J. Brown, president, with wife and son (53.2%); D. S. Burnside, secretary-treasurer (4.16%).

Executives:
Walter J. Brown, *president & general manager*
D. S. Burnside, *secretary-treasurer*
Charles E. Bell, *national commercial manager*
Robert H. Walton, *local commercial manager*
James B. Hobbs Jr., *program director*
Peter W. Swanson Jr., *production manager*
Harold R. Beckholt, *chief engineer*
Charles Newcomb, *news director*
Clifford D. Gray, *farm director*
Jane Dalton, *women's director*
Bill Goodrich, *sports director*
Bill Adams, *promotion & art director*

Services: News UP. Live studios, number 3, size of largest 32′ x 47′, number live cameras 2 RCA live camera chains.

Film & ID: 2 16 mm film projectors; 2 slide projectors, 2x2 tape or metal mounted (tape preferred), useable area 27/32x1⅛. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; Bridgamatic, 16 mm film.

Color Equipment: network.

Rates: Class A one hour live $500, film $500. Minute spot live $100, film $100. ID rate $50.

SOUTH DAKOTA

Florence: KDLO-TV

Ch. 3. Satellite of KELO-TV Sioux Falls.

Rapid City: KOTA-TV

Ch. 3. Owned by Black Hills Broadcasting Co. of Rapid City. Address: 524½ Sixth St. Phone: FIllmore 2-2000. Authorized eff. rad. pow.: visual 75 kw, aural 37.5 kw. Operating pow.: visual 75 kw, aural 37.5 kw. Antenna: 350′ above ground, 4,050′ above sea level. Networks: CBS-TV (prim.), NBC-TV, ABC-TV. Am station KOTA. Began operating July 1, 1955. Non-interconnected.

Representatives: National Headley-Reed, Washington attorneys Fisher, Wayland, Duvall & Southmayd.

Stockholders: Mrs. Helen S. Duhamel, president (91 11/29%); Peter A. Duhamel (2 7/29%); John Norman Heffron, vice president (1 10/29%); William F. Turner, treasurer (1 10/29%); Marguerite Duhamel Heffron (2 7/29%); William Francis Duhamel (1 21/29%); Helen Kathleen Duhamel (1 21/29%).

Executives:
Mrs. Helen S. Duhamel, *president & general manager*
William F. Turner, *business & commercial manager*
Jack A. Crowley, *sales manager*
J. Norman Heffron, *film buyer & production director*
Robert Musfeldt, *chief engineer*
Stewart Steele, *news director*
Gene Taylor, *farm director*
Polly Weedman, *women's director*
Harley Hanson, *sports director*
Arthur L. Jones, *promotion director*

Services: News UP, AP. Live studios, number 1, size of largest 30′ x 40′, number live cameras 1.

Film & ID: 2 RCA 16 mm film projectors; 4x5 opaque projector; 2 2x2 slide projectors, critical area: 13/16x1½. Rear screen projector. Film should be sent to J. Norman Heffron, Production Director & Film Buyer. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs.

Rates: Class A one hour live $180, film $150. Minute spot live $30, film $25. ID rate $12. Talent and production costs extra.

Reliance: KPLO-TV

Ch. 6. Satellite of KELO-TV Sioux Falls.

Sioux Falls: KELO-TV

Ch. 11. Owned by Midcontinent Broadcasting Co. Inc. Address: Phillips at 8th. Phone: 4-5841. Authorized eff. rad. pow.: visual 219 kw, aural 123 kw. Antenna: 1,032′ above ground, 2,442′ above sea level. Networks: CBS-TV (prim.), ABC-TV, NBC-TV. Am station KELO. Began operating May 19, 1953.

Representatives: National H-R Television Inc., regional Bulmer & Johnson Inc. (Minneapolis), Washington attorneys Dow, Lohnes & Albertson, consulting engineers A. D. Ring & Assoc.

Stockholders: Joseph L. Floyd, *president* (33⅓%); N. L. Bentson, *vice president* (33⅓%); Edmund R. Ruben, *secretary-treasurer* (33⅓%). Same interests own KDLO-TV Florence, S. Dak. and KPLO-TV Reliance, S. Dak., operated in conjunction with KELO-TV, also own radio WLOL St. Paul and radio KELO Sioux Falls.

Executives:
Joe Floyd, *president*
Evans A. Nord, *general manager & commercial manager*
Tom Sheeley, *station manager*
Jack Townsend, *operations manager*
Les Froke, *chief engineer*
Paul Beckstrand, *news director*
Les Harding, *farm director*
Guenevere Gustad, *women's director*
Jim Burt, *sports director*

Services: News AP wire, UP Fax, INS film service. Live studios, number 2, number live cameras 3. Remote equipment: available, number remote cameras 1.

Film & ID: 1 16 mm film projector; 2x2 slide projector, all slides to be glass mounted. Film should be sent to Operations Desk. Film required 36 hrs. before telecast; slides 36 hrs., artwork 48 hrs. Film editing services; reversible film.

Rates: Class AA one hour live $510, film $510. Minute spot live $125 plus $12.50 film. ID rate ½ of minute rate.

TENNESSEE

Chattanooga: WDEF-TV

Ch. 12. Owned by WDEF Broadcasting Co. Address: 4th floor, Volunteer Bldg. Phone: 7-3393. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Antenna: 379′ above ground, 2,287′ above sea level. Networks: CBS-TV (prim.). Am station WDEF. Began operating April 25, 1954. Interconnected.

Representatives: National The Branham Co., Washington attorneys Pierson, Ball & Dowd, consulting engineer Russell P. May.

Stockholders: Carter M. Parham, *president* (21.79%); Z. Cartter Patten, *vice president* (5.68%); Alex Guerry, Jr., treasurer (1.70%); Edward Finlay, Jr., secretary (13.58%); approximately 160 others.

Executives:
Carter M. Parham, *president*
Otis H. Segler, *general manager*
Morris Quave, *program director*
B. C. Baker, *chief engineer*
Mort Lloyd, *news director*
Drue Smith, *women's director*
Herschel Nation, *sports director*
James Garner, *production director*

Services: News CBS Film, UP News Wire. Live studios, number 1, number live cameras 2. Remote equipment: 1 Field switcher, 1 Field Sync Generator, number remote cameras 2 Field.

Film & ID: 2 RCA-TP-16 film projectors, 1 Gray Dualdisc 2x2: TP-3A slide projector. Film should be sent to Operations Desk. Film required 24 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services; Bridgamatic film line 16 mm film processor. Handles 700 feet at a time, positive, negative, color.

Color Equipment: network.

Rates: Class A one hour live $490, film $450. Minute spot live $108, film $100. ID rate $50.

Chattanooga: WRGP-TV

Ch. 3. Owned by Mountain City Television Inc. Address: 1214 McCallie Ave. Zone 4. Phone: OXford 8-1505. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow: visual 100 kw, aural 50 kw. Antenna: 300′ above ground, 2,331′ above sea level. Networks: NBC-TV (prim.). Began operating May 6, 1956. Interconnected.

Representatives: National H-R Representatives, Washington attorneys Fisher, Wayland, Duvall & Southmayd.

Stockholders: Ramon G. Patterson (70%); H-R Television Inc. (30%).

Executives:
R. G. Patterson, *president & general manager*
Helen Patterson, *vice president, station manager & program director*
George P. Moore, *commercial manager*
B. B. Barnes, *chief engineer*
Steve Conrad, *news director*

Services: News UP. Live studios, number 1, size of largest 36′ x 46′, number live cameras 3. Remote equipment: 1 microwave, number remote cameras 1.

Film & ID: 1 Vidicon film chain; 2 16 mm film projectors; 1 2x2 slide projector. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 1 wk.

Color Equipment: network.

Rates: Class A one hour live $400 plus production, film $400. Minute spot live $80 plus production, film $80. ID rate $40.

Jackson: WDXI-TV

Ch. 7. Owned by Dixie Broadcasting Co. Address: Williams bldg. Zone 1. Phone: 7-8580. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: CBS (prim.), ABC. Am station WDXI. Began operating March 6, 1955. Interconnected.

Representatives: National Venard, Rintoul & McConnell Inc., Washington attorneys Prince, Taylor & Crampton, consulting engineers Kear & Kennedy.

Stockholders: Aaron B. Robinson, *president* (57.33%); Dr. Frank M. Davis, *vice president* (6.67%); Harley M. Moses, *vice president* (6.67%); Dave M. Palmer Jr., *vice president* (6.67%); Cecil G. Murdock (6.67%); Harold L. Simpson (6.67%); D. F. Prince (6.67%); James W. Hoppers (1.95%); T. J. Williams (.65%).

Executives:
Aaron B. Robinson, *president*
John E. North, *vice president & general manager*
Jim Hoppers, *program director*
James Thomas, *chief engineer*
Russ Honeyman, *news director*
Jack King, *production director*
Marg Borg, *women's director*

Services: News UP. Live studios, number 2, size of largest 30′ x 100′, number live cameras 4. Remote equipment: available, number remote cameras 2.

Film & ID: 2 16 mm film projectors; 1 slide projector, 2x2 slides. Film should be sent to Jim Hoppers. Film required 24 hrs. before telecast; slides 12 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $280, film $250. Minute spot live $60, film $50. ID rate $25.

Johnson City: WJHL-TV

Ch. 11. Owned by WJHL Inc. Address: 145 W. Main St. Phone: 2780. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow: visual 316 kw, aural 158 kw. Antenna: 630′ above ground, 2,538′ above sea level. Networks: CBS-TV (prim.), ABC-TV. Am & fm stations WJHL. Began operating October 26, 1953. Interconnected.

Representatives: National John E. Pearson Television Inc., Washington attorneys McKenna & Wilkinson.

Stockholders: W. H. Lancaster (24.4%); W. H. Lancaster Jr. (34.5%); Evelyn L. Lancaster (24.4%); Edna M. Dooley (16.0%); T. Floyd Dooley (0.7%).

Executives:
W. H. Lancaster Sr., *chairman of board*
W. H. Lancaster Jr., *president & general manager*
J. Will Hall, *sales manager*
Jack Sausman, *program director*
Vernita Wright, *film director*
Rowland Medler, *chief engineer*
William Hunter, *assistant chief engineer*
Ralph Price, *news director*
Leonard Matney, *production director*
Jill MacLean, *women's director*
Richard Ellis, *sports director*

Services: News UP, UP Fax. Live studios, number 2, size of largest 40′ x 50′, number live cameras 2. Remote equipment: truck, microwave equipment, number remote cameras 2.

Film & ID: 2 16 mm film projectors; 2 slide projectors, 2x2 slides. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services; 16 mm film handled.

Rates: Class A one hour live $340, film $300. Minute spot live $70, film $60. ID rate $30.

Knoxville: WATE-TV

Ch. 6. Owned by WATE Inc. Address: 612 Gay St. S.W. Phone: 2-7111. Operating pow: visual 100 kw, aural 50 kw. Antenna: 649′ above ground, 2,049′ above sea level. Networks: NBC-TV (prim.). Am station WATE. Began operating October 1, 1953. Interconnected.

Representatives: National Avery-Knodel Inc., Washington attorneys Fisher, Wayland, Duvall & Southmayd, consulting engineers Commercial Radio Equipment Co.

Stockholders: Following officers and stockholders are voting trustees: Paul Mountcastle, *president* (32.14%); Cowan Rodgers Jr., *executive vice president* (4.91%); Frank A. Tucker, *treasurer* (4.29%); John A. Ayres, *secretary*; W. H. Linebaugh, *vice president & general manager* (4.29%); Herbert J. Madden, *vice president* (2.80%); other stockholders: R. Douglas Cunningham (4.29%); I. Wayne Longmire (4.29%); Myron J. Marks (4.29%); Julian G. Morton (4.26%); Clarence Beaman Jr. (14.29%); 12 others, none owning over 2.5%.

Executives:
W. H. Linebaugh, *general manager*
J. T. McCloud, *commercial manager*
John H. Reese, *program director*
Carl Huster, *promotion manager*
Fred M. Andrews, *chief engineer*
Mrs. Mary Walker, *women's director*
Art Metzler, *sports director*

Services: News UP Facsimile, Fox Movietone. Live studios, number 2, size of largest 23′ x 55′, number live cameras 5.

Film & ID: 2 16 mm film projectors; 1 35 mm slide projector. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network.

Rates: Class AA one hour $600. Minute spot $120. ID rate $60.

Knoxville: WBIR-TV

Ch. 10. Owned by WBIR Inc. Address: 1513 Hutchison Ave. Zone 16. Phone: 5-8101.

Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Antenna: 704′ above ground, 2,049′ above sea level. Networks: CBS-TV (prim.). Am station WBIR. Began operating August 12, 1956.

Representatives: National The Katz Agency Inc., Washington attorneys Dow, Lohnes & Albertson.

Stockholders: Radio Cincinnati, Inc. (30%); Gilmore Nunn (30%); Martha H. Ashe (23%); Robert L. Ashe (7%); John P. Hart (10%).

Executives:
John P. Hart, *president & general manager*
R. S. Quinn, *local commercial manager*
Neal Branch, *program director*
J. Rex Horton, *director of engineering*
Robert Wesley, *news director*
Ralph McDade, *farm director*
Ellie Moore, *women's director*

Services: News UP. Live studios, number 2, size of largest 32′ x 50′, number live cameras 2.

Film & ID: 2 RCA TP-6C1 16 mm & 1 RCA TP-3D film projectors; 2x2 slide projector. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network.

Rates: Class AA one hour live $600 plus studio charges, film $600. Minute spot live $120 plus live studio, film $120. ID rate $60.

Knoxville: WTVK

Ch. 26. Owned by South Central Broadcasting Corp. Address: Sharp's Ridge, Memorial Park Rd., Box 1388. Phone: 5-2113. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow: visual 316 kw, aural 158 kw. Antenna: 257′ above ground, 1,522′ above sea level. Networks: ABC-TV (prim.). Am station WIKY Evansville, Ind. Began operating October 1953. Interconnected.

Representatives: National John E. Pearson Television Inc., Washington attorneys Loucks, Zias, Young & Jansky, consulting engineers Lohnes & Culver.

Stockholders: John A. Engelbrecht (39.6%); George F. Stoltz (39.6%); Leighman D. Groves (19.8%); Eileen O. Stoltz (.5%); Bettie Engelbrecht (.5%).

Executives:
John A. Engelbrecht, *president, general manager & commercial manager*
William E. Eckstein, *program director*
Carl E. Lawson, *chief engineer*
Florence Woodford, *promotion & publicity director*
Bettie G. Engelbrecht, *women's director*
Tom Mayhew, *news & sports director*

Services: News AP. Live studios, number 2, size of largest 50′ x 40′ x 20′, number live cameras 2. Remote equipment: available, number remote cameras 2.

Film & ID: 2 16 mm film projectors; Vidicon camera; dual Selectromatic slide projector, 2x2 slides, tape or metal mounted. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $360, film

$300. Minute spot live $72, film $60. ID rate $30.

Memphis: WHBQ-TV

Ch. 13. Owned by RKO Teleradio Pictures Inc. Address: 1381 Madison Ave., Box 176. Zone 1. Phone: BR 2-3441. Authorized eff. rad. pow.: visual 316 kw, aural 160 kw. Operating pow.: visual 316 kw, aural 160 kw. Antenna: 1,073' above ground, 1,333' above sea level. Networks: ABC-TV (prim.). Am station WHBQ. Began operating September 27, 1953. Interconnected.

Representatives: National H-R Television Inc., Washington attorneys Pierson, Ball & Dowd.

Stockholders: RKO Teleradio Pictures Inc. (100%).

Executives:
Thomas F. O'Neil, *president*
William H. Grumbles, *general manager*
Boone F. Nevin, *manager sales*
Mark Forrester, *sales service director*
Welton M. Roy, *chief engineer*
Gene Roper, *news director*
Gordon A. Lawhead, *operations manager*

Services News UP wires, UP Facsimile. Live studios, number 2, size of largest 50' x 30', number live cameras 2.

Film & ID: 2 RCA TP-16-E film projectors; Super Projectall "300" (opaques) slide projector, 2x2 transparencies, 3x4 opaques, copy area: 1 15/16x2⅞ centered, scanned area: 2¾x3¾. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 43 hrs. Film editing services, 16 mm.

Rates: Class A one hour live $700, film $700. Minute spot live $140, film $140. ID rate $62.50.

Memphis: WMCT

Ch. 5. Owned by Memphis Publishing Co. Address: Goodwyn Institute Bldg. Phone: JAckson 6-7464. Authorized eff. rad. pow.: visual 100 kw, aural 60.3 kw. Antenna: 1,088' above ground, 1,335' above sea level. Networks: NBC-TV (prim.). Am station WMC, fm station WMCF. Began operating December 11, 1948.

Representatives: National Blair-Tv, Washington attorneys Segal, Smith & Hennessey, consulting engineer George C. Davis.

Stockholders: Same company publishes *Memphis Commercial Appeal* and *Press-Scimitar*. Same ownership (Scripps-Howard) also operates WCPO-TV & WCPO Cincinnati, WEWS Cleveland and WNOX Knoxville.

Executives:
H. W. Slavick, *general manager*
Earl Moreland, *station manager*
Wilson Mount, *program director*
E. C. Frase Jr., *chief engineer*
Edward Greaney, *production manager*
Derek Rooke, *farm director*
Steve Warren, *news director*

Rates: Class AA one hour $900. Minute spot $200. ID rate $100.

Memphis: WREC-TV

Ch. 3. Owned by WREC Broadcasting Service. Address: Hotel Peabody Bldg. Phone: JAckson 5-1313. Authorized eff. rad. pow.: visual 100 kw, aural 60.3 kw. Antenna: 1,077' above ground, 1,349' above sea level. Networks: CBS-TV (prim.). Am station WREC. Began operating January 1, 1956.

Representatives: National The Katz Agency Inc., Washington attorneys Spearman & Roberson, consulting engineers A. D. Ring & Assoc.

Stockholders: Hoyt B. Wooten (100%).

Executives:
Hoyt B. Wooten, *general manager*
Charles Brakefield, *sales manager*
Jack Michael, *program director*
Russ Hodge, *news director*
Kitty Kelly, *women's director*
Wilson Raney, *chief engineer*

Rates: Class A one hour $750. Minute spot $175. ID rate $88.

Nashville: WLAC-TV

Ch. 5. Owned by WLAC-TV Inc. Address: 159 Fourth Ave., N. Zone 3. Phone: CH 2-4331. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow: visual 100 kw, aural 50 kw. Antenna: 1,179' above ground, 2,049' above sea level. Networks: CBS-TV (prim.). Began operating August 6, 1954. Interconnected.

Representatives: National The Katz Agency Inc., Washington attorneys Segal, Smith & Hennessey, consulting engineers A. Earl Cullum Jr.

Stockholders: Life and Casualty Insurance Co. (50%); T. B. Baker Jr. (25%); A. G. Beaman (25%).

Executives:
T. B. Baker Jr., *executive vice president & general manager*
Ruth C. Talley, *assistant to manager*
Robert M. Reuschle, *general sales manager*
Roy A. Smith, *operations manager*
Ralph L. Hucaby, *chief engineer*
Joseph Loughlin, *news director*
Paul Freeman, *farm director*
Bill Jay, *sports director*
Harold Tomlin, *director of advertising*

Services: News UP, CBS Newsfilm. Live studios, number 1, size of largest 30' x 50', number live cameras 2.

Film & ID: 2 16 mm film projectors; 1 4x5 telop opaque projector; 1 35 mm slide projector, 2½x3½ slides. Film should be sent to Roy A. Smith, Operations Manager. Film required 72 hrs. before telecast; slides 24 hrs., artwork 72 hrs. Film editing services; negative and positive, Houston Fearless Labmaster, direct positive film handled.

Color Equipment: network.

Rates: Class A one hour live on request, film $825. Minute spot live on request, film $175. ID rate $83.

Nashville: WSIX-TV

Ch. 8. Owned by WSIX Inc. Address: Nashville Trust Bldg. Zone 3. Phone: ALpine 5-5431. Authorized eff. rad. pow.: visual 178 kw, aural 89 kw. Operating pow: visual 177 kw, aural 89 kw. Antenna: 940' above ground, 2,049' above sea level. Networks: ABC-TV (prim.). Am station WSIX. Began operating November 1953. Interconnected.

Representatives: National H-R Television Inc., regional Clarke Brown Co., Washington attorneys Stephen Tuhy Jr., Nashville attorney John D. Sprouse, consulting engineers A. D. Ring & Assoc.

Stockholders: Louis R. Draughon (59.3%) individually; Louis R. Draughon as trustee for Jacquelyn Draughon (14.8%); George J. Hearn Jr., *chairman* (18.5%); John D. Sprouse, *vice president & general counsel* (7.4%).

Executives:
Louis R. Draughon, *president*
E. S. Tanner, *executive vice president & general manager*
George H. Morris, *vice president & national sales manager*
Robert L. Chaudoin, *director of operations*
Charles R. Duke, *vice president & director of engineering*
James T. Lynagh, *production director*
Hugh Cherry, *news director*
James G. Wharton, *promotion director*
Mrs. Mary K. Clinard, *women's director*
Hudley Crockett, *sports director*
Richard H. Zeigler, *assistant director of engineering*

Services: News AP, UP. Live studios, number 2, size of largest 36' x 36', number live cameras 2.

Film & ID: 2 16 mm GE film projectors; 2 2x2 Spindler & Sauppe slide projectors, 1 Bodde 4x5 rear screen slide projector for transparencies. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services.

Rates: Class A one hour film $575. Minute spot live $114, film $100. ID rate $55.

Nashville: WSM-TV

Ch. 4. Owned by WSM Inc. Address: 301 Seventh Ave. Phone: ALpine 4-5656. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Antenna: 575' above ground, 1,275' above sea level. Networks: NBC-TV (prim.). Am station WSM. Began operating September 30, 1950.

Representatives: National Edward Petry & Co. Inc., Washington attorneys Kirkland, Fleming, Green, Martin & Ellis.

Stockholders: 100% subsidiary of National Life & Accident Insurance Co.

Executives:
E. W. Craig, *chairman*
J. H. DeWitt Jr., *president*
George Raynolds, *vice president & technical director*
Irving Waugh, *general manager*
Hi Bramham, *commercial manager*
Harrianne Moore, *director of public relations*
Bill Williams, *news director*
Larry Munson, *director of sports*
Brad Crandall, *operations manager*
Aaron Shelton, *chief engineer*

Rates: Class A one hour $600. Minute spot $120. ID rate $55.

TEXAS

Abilene-Sweetwater: KPAR-TV (see Sweetwater-Abilene)

Abilene: KRBC-TV

Ch. 9. Owned by Abilene Radio & Television Co. Inc. Address: 4510 S. 14th. Phone: OR 2-8491. Authorized eff. rad. pow.: visual 27.5 kw, aural 13.5 kw. Operating pow: visual 5 kw, aural 2.5 kw. Antenna: 437' above ground, 2,787' above sea level. Networks: NBC-TV (prim.). Am station KRBC Began operating August 30, 1953. Interconnected.

Representatives: National Paul H. Raymer Co. Inc., Washington attorneys Eugene L. Burke, consulting engineers Commercial Radio Equipment Co.

Stockholders: Dale Ackers, *president*

(25%); Lewis J. Ackers, *vice president* (25%); Jack Andrews, *secretary-treasurer* (25%); Mrs. Christine Ackers Cagle (25%).

Executives:
Dale Ackers, *president & general manager*
George C. Breeding Jr., *station manager & national sales manager*
Bill Fox, *commercial manager*
Al Evans, *program director*
Troy R. Mallon, *chief engineer*
Frank Woodruff, *news director*
Harry Holt, *farm director*
Mormand Mann, *continuity & traffic chief*

Services: News AP, local. Live studios, number 1, size of largest 60′ x 60′, number live cameras 2. Remote equipment: available on request, number remote cameras 3.

Film & ID: 2 16 mm film projectors; 2x2 transparent slide projector, tape or metal bound. Film should be sent to Film Librarian. Film required 72 hrs. before telecast; slides 48 hrs., artwork 1 wk. Film editing services.

Rates: Class A one hour film $225. Minute spot live $46.50, film $40. ID rate ½ of the minute rate.

Amarillo: KFDA-TV

Ch. 10. Owned by Texas State Network Inc. Address: Box 1400. Phone: DRake 4-5343. Authorized eff, rad. pow.: visual 250 kw, aural 125 kw. Operating pow: visual 250 kw, aural 125 kw. Antenna: 456′ above ground, 4,038′ above sea level. Networks: CBS-TV (prim.), ABC-TV. Am station KFDA. Began operating April 4, 1953. Interconnected.

Representatives: National Blair Television Assoc. Inc., Washington attorney Eugene L. Burke, consulting engineers Commercial Radio Equipment Co.

Stockholders: Gene L. Cagle, *president* (34.5%); Sid Richardson (62%).

Executives:
Gene L. Cagle, *president*
Ed Moore, *general manager*
Gene Lewis, *sales manager*
Dick Bay, *promotion manager*
Bill Spiller, *chief engineer*
Bill Johns, *news director*
Warren Anderson, *farm director*
Liz Merchant, *women's director*
Doug Rains, *sports director*
Bill Stevens, *merchandising director*
Ray Pardue, *business manager*

Services: News AP. Live studios, number 2, size of largest 40′ x 50′, number live cameras 3. Remote equipment: fully equipped mobile unit, number remote cameras 2.

Film & ID: 1 vidicon film chain; 2 16 mm film projectors; 1 Gray telop projector for 4x5 telops, message area 2¼x3¼. Film should be sent to Yvonne Silvey. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services.

Rates: Class A one hour live $340, film $340. Minute spot live $70, film $70. ID rate $35.

Amarillo: KGNC-TV

Ch. 4. Owned by Globe-News Publishing Co. Address: 2000 North Polk, Box 751. Phone: DRake 4-4601. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: NBC-TV (prim.), ABC-TV. Am station KGNC. Began operating March 18, 1953. Interconnected.

Representatives: National The Katz Agency, Washington attorneys Dow, Lohnes & Albertson, consulting engineer A. Earl Cullum Jr.

Stockholders: Panhandle Publishing Co. (100%). Ray A. Sneed Jr., J. F. Thurman and Virginia Ratiff Early, voting trustees of Ed Fagg Trust.

Executives:
Parker F. Prouty, *president*
Wesley R. Izzard, *general manager*
Aubrey Jackson, *assistant general manager & commercial manager*
Bob Watson, *station manager & program director*
W. H. Torrey, *chief engineer*
Bob Izzard, *news director*
J. Garland "Cotton John" Smith, *farm director*
Ruth Brent, *women's director*
Ray McNalley, *sports director*

Services: News AP, UP, local and regional facilities of Globe-News. Live studios, number 2, size of largest 35′ x 55′, number live cameras 3. Remote equipment: complete, number remote cameras 2.

Film & ID: 2 16 mm film projectors; 2 slide projectors, 2x2 tape or metal mounted (prefer tape), safe viewing area: 13/16x11/16. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network

Rates: Class A one hour live $340 plus program costs, film $340. Minute spot live $85 plus live cost, film $85. ID rate $42.50.

Amarillo: KVII

Ch. 7. Owned by Southwest States Inc. Address: Box 8066, Estate Life Bldg. Phone: FLeetwood 6-5241. Authorized eff. rad. pow.: visual 46 kw, aural 23 kw. Antenna: 837′ above ground, 4,295′ above sea level. Networks: ABC-TV (prim.). Began operating December 21, 1957.

Representatives: National Venard, Rintoul & McConnell Inc., regional Clarke Brown Co. Washington attorneys Pierson, Ball & Dowd, consulting engineers Page, Creutz, Steel & Waldschmitt.

Stockholders: John L. McCarty, *chairman;* Murry Woroner, *president* (20%); Robert D. Houck, *secretary-treasurer* (20%); George A. Oliver, *director* (20%); Hoyt Houck, *director* (20%); Estate Development Corp. (20%).

Executives:
Murry Woroner, *president & general manager*
Don Daniels, *chief engineer*
Jerry Gardner, *production manager*

Rates: Class A one hour $300. Minute spot $60. ID rate $30.

Austin: KTBC-TV

Ch. 7. Owned by The L B J Co. Address: Box 717, 6th and Brazos Sts. Zone 64. Phone: GReenwood 2-2424. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow: visual 316 kw, aural 158 kw. Antenna: 1,137′ above ground, 2,049′ above sea level. Networks: CBS-TV (prim.), NBC-TV, ABC-TV. Am station KTBC. Began operating November 27, 1952. Interconnected.

Representatives: National The Paul H. Raymer Co., Washington attorneys Cohn & Marks, consulting engineer A. Earl Cullum Jr.

Stockholders: Mrs. Claudia T. Johnson, *chairman* (94.4%). The LBJ Co. also has 29% interest in KWTX-TV Waco, Tex. and owns 50% of KBCV-TV Weslaco, Tex.

Executives:
Mrs. Claudia T. Johnson, *chairman of the board*
J. C. Kellam, *president & general manager*
O. P. "Bob" Bobbitt, *general sales manager*
Richard "Cactus" Pryor, *program director*
Ben Hearn, *chief engineer*
Paul Bolton, *news director*
Dave Shanks, *farm director*
Mary Gay Hoes, *women's director*
Dan Love, *sports director*
Charles Brooks, *director of sales promotion & merchandising*
Elmo Brown, *administrative assistant*

Services: News UP. Live studios, number 2, size of largest 27′ x 35′, number live cameras 2.

Film & ID: 2 16 mm film projectors; 2 2x2 Selectroslide glass transparency slide projectors, critical area ⅞ inc. circle. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services; Houston Fearless processing, reversal film.

Color Equipment: network.

Rates: Class AA one hour live $590, film $525. Minute spot live $125, film $105. ID rate $52.50.

Beaumont: KFDM-TV

Ch. 6. Owned by Beaumont Broadcasting Corp. Address: 1420 Calder. Phone: TErminal 8-4731. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Antenna: 600′ above ground, 618′ above sea level. Networks: CBS-TV (prim.), ABC-TV. Am station KFDM. Began operating April 24, 1955. Interconnected.

Representatives: National Peters, Griffin, Woodward Inc., Washington attorneys Segal, Smith & Hennessey, consulting engineer A. Earl Cullum Jr.

Stockholders: D. A. Cannan, *president* (20.88%); C. B. Locke, *executive vice president* (23.88%); Howard H. Fry, *secretary-treasurer* (1.76%); L. H. Cullum (8.23%); over 20 others, each owning less than 4%.

Executives:
D. A. Cannan, *president*
C. B. Locke, *general manager*
Mott M. Johnson, *operations & sales manager & film buyer*
Bob McManus, *production manager*
Harold Bartlett, *chief engineer*
Dave Russell, *news director*
Gloria DeVore, *women's director*

Services: News UP. Live studios, number 1, size of largest 36′ x 36′, number live cameras 2.

Film & ID: 2 16 mm film projectors. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services.

Rates: Class AA one hour live $450, film $350. Minute spot live $72, film $60. ID rate $36 (film).

STATIONS: TEXAS

Big Spring: KEDY-TV

Ch. 4. Formerly KBST-TV. Owned by Texas Telecasting Inc. Address: Operations Desk, 7400 College Ave., Lubbock. Phone: SHerwood 4-2345. Authorized eff. rad. pow.: visual 12.9 kw, aural 6.92 kw. Operating pow: visual 12.9 kw, aural 6.92 kw. Antenna: 497' above ground, 2,957' above sea level. Networks: CBS-TV (prim.). Began operating January 15, 1956. Interconnected.

Representatives: National The Branham Co., Washington attorney Eliot C. Lovett, consulting engineers Kear & Kennedy.

Stockholders: William J. Wallace, *president & general manager* (25%); Lewis O. Seibert (12%); Howard Barrett (12%); Robert W. Whipkey (12%); Raymond L. Tollett (20%).

Executives:
W. D. "Dub" Rogers, *president*
W. H. Shipley, *vice president*
E. A. "Buzz" Hassett, *national sales manager*
William J. Wallace, *manager*

Services: News. Live studios, number 1, size of largest 30' x 45', number live cameras 1.

Film & ID: 2 16 mm film projectors; 2 2x2 slide projectors. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services; see KDUB-TV Lubbock.

Rates: Class A one hour live $175, film $150. Minute spot live $37.50, film $30. ID rate $15. KEDY-TV is equipped to originate all types of local programming plus simultaneous programming with KDUB-TV Lubbock and KPAR-TV Sweetwater-Abilene. Combination rate for the three stations is available on request.

Bryan: KBTX-TV

Ch. 3. Partial satellite of KWTX-TV Waco, Texas.

Corpus Christi: KRIS-TV

Ch. 6. Owned by Gulf Coast Broadcasting Co. Address: Box 840. Phone: TUlip 3-6511. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow: visual 100 kw, aural 50 kw. Antenna: 683' above ground, 748' above sea level. Networks: NBC-TV (prim.), ABC-TV. Began operating May 25, 1956. Interconnected.

Representatives: National Peters, Griffin, Woodward Inc., Washington attorneys Segal, Smith & Hennessey, consulting engineers George C. Davis.

Stockholders: T. Frank Smith (100%).

Executives:
T. Frank Smith, *president & general manager*
W. M. Eikner, *vice president & commercial manager*
Harry Abbott, *program director*
Joseph W. Collier, *chief engineer*
Paul Young, *news director*

Services: News AP.

Color Equipment: network, film, slides.

Rates: Class A one hour live $300, film $300. Minute spot live $75, film $75. 10 sec. $37.50.

Corpus Christi: KZTV

Ch. 10. Owned by K-SIX Television Inc. Address: Show Room Bldg. Phone: TUlip 4-1616. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow: visual 316 kw, aural 158 kw. Antenna: 724' above ground, 792' above sea level. Networks: CBS-TV (prim.). Am station KSIX. Began operating September 30, 1956. Interconnected.

Representatives: National H-R Representatives, regional Clarke Brown Co., Washington attorneys McKenna & Wilkinson, consulting engineers Kear & Kennedy.

Stockholders: Corpus Christi Broadcasting Co. Inc.—KSIX—(51.133%); Vann M. Kennedy, *president* (1.33%); Guy I. Warren, *vice president* (13.33%); Charles R. Manning, *vice president* (.66%); Cecil E. Burney, *secretary* (1.33%); James H. Burney, *treasurer* (.666%); remainder held by 58 others, none owning more than 3%. Vann M. Kennedy owns 50%, Charles R. Manning owns 13.33% and Cecil E. Burney owns 25% of KSIX.

Executives:
Vann M. Kennedy, *president & general manager*
Raymond Dorsey, *commercial manager*
Eugene M. Looper, *program director*
William Kessel, *chief engineer*
J. K. Wright, *news director*
Mary L. Kennedy, *women's director*
Ken Cessna, *sports director*

Services: News AP, INP. Live studios, number 2, size of largest 30' x 30', number live cameras 3. Remote equipment: available, number remote cameras 2.

Film & ID: 2 2x2 film projectors; standard slide projectors. Film should be sent to Film Director. Film required 72 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services; standard equipment.

Rates: Class A one hour film $300. Minute spot film $75. ID rate $37.50.

Dallas: KRLD-TV

Ch. 4. Owned by *Dallas Times-Herald*. Address: Herald Square. Phone: RI 2-6811. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Antenna: 1,521' above ground, 2,349' above sea level. Networks: CBS-TV (prim.). Am & fm stations KRLD. Began operating December 1949. Interconnected.

Representatives: National The Branham Co., Washington attorney Eliot C. Lovett, consulting engineers Lohnes & Culver.

Stockholders: Owned by *Dallas Times-Herald* (100%); John W. Runyon, *chairman;* Clyde W. Rembert, *president;* D. A. Greenwell, *vice president.*

Executives:
Clyde W. Rembert, *president*
Roy M. Flynn, *general manager*
Gene Cuny, *commercial manager*
Ves Box, *program director*
Bill Honeycutt, *chief engineer*
Eddy Barker, *news director*
A. B. Jolley, *farm director*
Bill Mercer, *sports director*

Services: News UP. Live studios, number 2, size of largest 22' x 44', number live cameras 2. Remote equipment: mobile unit, number remote cameras 3 (max.).

Film & ID: 2 16 mm film projectors; 1 Gray Telop 4x5 (2¼x3¼ message area. Telop thickness, double weight photographic paper), 1 2x2 Gray Telejector slide projector (27/32x1⅛ transmitted area), 1 rear screen 4x5 glass slide projector in Studio "A." Film should be sent to Nick Mueller, Film Director. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services, Houston 16 mm developer single system SOF.

Color Equipment: network.

Rates: Class AA one hour live $1,100, film $1,100. Minute spot live $250, film $250. ID rate $125.

Dallas: WFAA-TV

Ch. 8. Owned by A. H. Belo Corp. Address: 3000 Harry Hines Blvd. Zone 4. Phone: RIverside 1-3316. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Antenna: 1,521' above ground, 2,349' above sea level. Networks: ABC-TV (prim.). Am station WFAA. Began operating September 17, 1949. Interconnected.

Representatives: National Edward Petry & Co. Inc., Washington attorneys Loucks, Zias, Young & Jansky, consulting engineer A. Earl Cullum Jr.

Stockholders: Ownership same as *Dallas-Morning News;* Mrs. G. B. Dealey, *chairman of the board;* E. M. Dealey, *president;* James M. Moroney Sr., *vice president.*

Executives:
E. M. (Ted) Dealey, *president.*
Alex Keese, *director of radio & television*
Richard Drummy, *national sales manager*
Bob King, *local sales manager director*
Rom Palmer, *program & production manager*
Jim W. Cooper, *chief engineer*
Bob Tripp, *news director*
Julie Benell, *women's director*
Wes Wise, *sports director*
Mrs. Winona Portwood, *sales promotion manager*
George Krutilek, *technical supervisor*
Dunlap Clark, *film director*

Services: News AP, UP. Live studios, number 2, size of each 25' x 35', number live cameras 3. Remote equipment: fully equipped Du Mont Telecruiser, number remote cameras 4.

Film & ID: 2 16 mm color cinecons film projectors; 2 Du Mont 2x2 color slide projectors, message area: ¾x1; 2 Du Mont 4x5 b&w opaque projectors, message area: 2¼x3¼. Film should be sent to Dunlap Clark, Film Director. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; Hills Supermatic Reversal Developer, b&w only.

Color Equipment: network, film, slides.

Rates: Class AA one hour live $1,000 plus 20%, film $1,000. Minute spot live $250, film $250. ID rate $125.

El Paso: KELP-TV

Ch. 13. Formerly KILT. Owned by KELP Television Corp. Address: Box 105. Phone: KEystone 3-3658. Authorized eff. rad. pow.: visual 28.2 kw, aural 17 kw. Operating pow: visual 5 kw, aural 3 kw. Antenna: 352' above ground, 4,052' above sea level. Networks: ABC-TV (prim.). Began operating September 1, 1956. Non-interconnected.

Representatives: National Forjoe-Tv, regional Avery-Knodel (Dallas), Washington attorneys Wheeler & Wheeler.

Stockholders: Joseph Harris, *chairman* (40%); Norman Alexander, *vice president* (40%); Richard E. Jones (20%). Same owners also operate KXLY-TV Spokane.

Executives:
Joseph Harris, *vice president*
Norman Alexander, *vice president*

Richard E. Jones, *vice president*
Herb Golombeck, *general manager*
Irv Prell, *commercial manager*
John Amodeo, *program director*
Mike Gaglio, *chief engineer*

Services: News UP, Western Union sports ticker. Live studios, number 1, size of largest 40′ x 30′, number live cameras 2.

Film & ID: 2 16 mm film projectors; 35 mm slide projector, 1½x1½. Film should be sent to Bob Fulton, *Film Director*. Film required 24 hrs. before telecast; slides 24 hrs., artwork 48 hrs.

Rates: Class A one hour live $375, film $300. Minute spot live $60, film $60. ID rate $30.

El Paso: KROD-TV

Ch. 4. Owned by Roderick Broadcasting Co. Address: 2201 Wyoming St. Phone: KE 2-6551. Authorized eff. rad. pow.: visual 62 kw, aural 31 kw. Operating pow.: visual 62 kw, aural 31 kw. Antenna: 285′ above ground, 5,285′ above sea level. Networks: CBS-TV. Am station KROD. Began operating December 13, 1952.

Representatives: National The Branham Co., Washington attorneys Segal, Smith & Hennessey.

Stockholders: Same as *El Paso Times*. Dorrance Roderick, *president* (75%) with members of Roderick family. Val Lawrence, *vice president*, is 5.5% owner of *El Paso Times*.

Executives:
Dorrance D. Roderick, *president*
Val Lawrence, *vice president & general manager*
Dick Watts, *general sales manager*
Gordon Phillips, *promotion manager*
Edward P. Talbott, *chief engineer*
Bernie Bracher, *program director*
Louis Hendricks, *news director*
Paul Stevenson, *farm director*

Color Equipment: network.

Rates: Class A one hour live $450, film $450. Minute spot live $90, film $90. ID rate $45.

El Paso: KTSM-TV

Ch. 9. Owned by Tri-State Broadcasting Co. Inc. Address: 801 N. Oregon St. Phone: 2-5423. Authorized eff. rad. pow.: visual 58 kw, aural 27 kw. Operating pow.: visual 58 kw, aural 27 kw. Antenna: 472′ above ground, 4,173′ above sea level. Networks: NBC-TV (prim.). Am station KTSM. Began operating January 3, 1953. Interconnected.

Representatives: National George P. Hollingbery Co., regional Airwaves Inc. (Dallas), Washington attorneys Loucks, Zias, Young & Jansky, consulting engineers George P. Adair Engineering Co.

Stockholders: Karl O. Wyler, *president* (75%); Roy T. Chapman, *vice president*; Karl O. Wyler Jr., *secretary-treasurer* (10%); F. L. Koons, (10%); W. C. Bailey (5%).

Executives:
Karl O. Wyler, *president*
Karl O. Wyler Jr., *administrative assistant & secretary-treasurer*
Roy T. Chapman, *vice president & commercial manager*
Jack Rye, *director production & programs*
Ken Walton, *chief engineer*
Jack Salem, *news director*
John Phelan, *sports director*

Services: News UP. Live studios, number 2, size of largest 25′ x 40′, number live cameras 2.

Film & ID: 2 RCA film projectors: 2x2 slides, 4x5 opaque slide projectors. Film should be sent to Film Department. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $406.50, film $325. Minute spot live $81.25, film $65.

Fort Worth: KFJZ-TV

Ch. 11. Owned by Texas State Network Inc. Address: 4801 W. Freeway. Phone: PErshing 7-6631. Authorized eff. rad. pow.: visual 210 kw, aural 107 kw. Operating pow: visual 210 kw, aural 107 kw. Antenna: 1,074′ above ground, 1,672′ above sea level. Began operating September 11, 1955.

Representatives: National Blair-Tv, Washington attorneys Miller & Schroeder, consulting engineers Commercial Radio Equipment Co.

Stockholders: Gene L. Cagle (19.59%); Sid W. Richardson (62.07%); Perry Bass (15.76%).

Executives:
Gene L. Cagle, *president*
John Hopkins, *assistant manager*

KRLD-TV channel 4

The most *LOOKED AT* tv station in Dallas!

METROPOLITAN DALLAS TELEPULSE — OCT., 1957

KRLD-TV, telecasting with maximum power from atop Texas' tallest tower, is the television service of The Dallas Times Herald, owners and operators of KRLD Radio, the only full-time 50,000-watt station in the Dallas-Fort Worth area.

John W. Runyon, *Chairman of the Board* Clyde W. Rembert, *President*

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

Joe Evans, *national sales manager*
Olin Terry, *program director*
James T. Peterson, *chief engineer*
Porter Randall, *news director*
Dave Naugle, *sports director*
Arno Mueller, *film buyer*

Services: News AP. Live studios, number 1, size of largest 40' x 60', number live cameras 5 GE camera chains. Zoomar lens. Remote equipment: available, number remote cameras 3 GE, Zoomar lens.

Film & ID: 3 GE 16 mm film projectors; 1 Gray telop 4x5 opaque projector, critical viewing area 2¼x3¼; 2 Gray 2x2 slide projectors, critical viewing area ⅝x13/16. Film should be sent to Forrest W. Clough. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; Houston Fearless Labmaster, any blue base rapid reversal film handled.

Rates: Class A one hour live $1,000, film $1,000. Minute spot live $225, film $225. ID rate $80.

Fort Worth: WBAP-TV

Ch. 5. Owned by Carter Publications Inc. Address: 3900 Barnett. Zone 3. Phone: JEfferson 6-1981. Authorized eff. rad. pow.: visual 100 kw, aural 60.3 kw. Operating pow.: visual 100 kw, aural 60.3 kw. Antenna: 1,113' above ground, 1,739' above sea level. Networks: NBC-TV (prim.). Am station WBAP. Began operating September 29, 1948. Interconnected.

Representatives: National Peters, Griffin, Woodward Inc., Washington attorneys Segal, Smith & Hennessey, consulting engineers A. D. Ring & Assoc.

Stockholders: Same as *Fort Worth Star-Telegram;* Amon G. Carter Jr., *president & treasurer;* B. N. Honea, *vice president.*

Executives:
Harold Hough, *director*
George Cranston, *general manager*
Roy Bacus, *commercial manager*
Robert Gould, *program director*
R. C. Stinson, *chief engineer*
James A. Byron, *news director*
W. A. Ruhmann, *farm director*
Margret McDonald, *publicity and women's director*
Bud Sherman, *sports director*

Services: News AP. Live studios, number 2, size of largest 45' x 82' x 28', number live cameras 6 Monochrome (including remote), 2 RCA Color (studio). Kinescope recorder. Remote equipment: RCA Remote truck & equipment, RCA microwave links. Instantaneous switch from remote to studio, number remote cameras 4 RCA TK30.

Film & ID: 2 RCA 16 mm b&w, 2 RCA 16 mm color film projectors; 1 16 mm film strip; 1 2x2 Selectroslide, 1 4x5 opaque projector; 1 2x2 RCA color slide scanner; 1 2x2 Gray color slide projector; 1 4x5 opaque telop projector, scanned area: 3x4, copy area: 3¼x2½; 2x2 slide copy area 1x¾. Film should be sent to Lynn Trammell. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services, 2 Bell & Howell Model J 16 mm contact printers, 2 Houston processors, 1 Model 11-B, 1 Model 22, DuPont reversal 930 & 931, negative, positive and sound processing.

Color Equipment: network, live, film, slides.

Rates: Class AA one hour $1,000. Minute spot $225, live on request. ID rate $100.

Galveston-Houston: KGUL-TV

Ch. 11. Owned by Gulf Television Corp. Address: 11 Video Lane, Galveston; 1900 Prudential Bldg., Houston. Phone: 3-1607 Galveston, JA9-4811 Houston. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow: visual 316 kw, aural 158 kw. Antenna: 1,196' above ground, 1,232' above sea level. Networks: CBS-TV (prim.). Began operating March 22, 1953. Interconnected.

Representatives: National CBS Television Spot Sales, Washington attorneys Covington & Burling.

Stockholders: Paul E. Taft, *president & general manager* (10%); J. H. Whitney & Co. (90%).

Executives:
Paul E. Taft, *president & general manager*
Robert S. Wilson, *commercial manager*
Thomas L. Thompson, *program director*
Frank Holloway, *news director*
Paul Markey, *sports director*
M. B. Johnson, *film director*
Roland Brazier, *promotion director*
Leslie T. Hunt, *Texas sales manager*

Services: News UP wire service, UP Fax service. Live studios, number 2, size of largest 32' x 50', number live cameras 6. Remote equipment: complete semi-trailer van, microwave relay transmitters number remote cameras 2 camera chains.

Film & ID: 2 16 mm film projectors; 4 2x2 slide projectors, size of art work sheets 11x14, size of area 7x8. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 1 wk. Film editing services; 16 mm film handled.

Color Equipment: network.

Rates: Class AA one hour live $1,200 plus production, film $1,200. Minute spot live $250 plus production, film $250. ID rate $140.

Harlingen: KGBT-TV

Ch. 4. Owned by Harbenito Broadcasting Co. Address: Box 711. Phone: GA 3-4880. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow: visual 100 kw, aural 50 kw. Antenna: 428' above ground, 469' above sea level. Networks: CBS-TV (prim.), ABC-TV. Am station KGBT. Began operating October 1953. Interconnected.

Representatives: National H-R Representatives, regional Clarke Brown Co., Washington attorneys Cohn & Marks, consulting engineers A. D. Ring & Assoc.

Stockholders: McHenry Tichenor, *president* (38.5%); James Cullen Looney, *vice president* (39.3%); Troy R. McDaniel, *secretary-treasurer* (10%); Genevive Tichenor (12.2%).

Executives:
McHenry Tichenor, *president*
Troy McDaniel, *general manager*
Al Beck, *chief engineer*
Jerry Fisher, *news director*
Sy Schneider, *women's director*
Jim Williams, *sports director*
Mal Kassenoff, *promotion manager*

Services: News AP, UP. Live studios, number 2, size of largest 40' x 45', number live cameras 2.

Film & ID: slide projectors, 2x2 slides, 4x5 telops. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services.

Rates: Class A one hour film $300. Minute spot film $60. ID rate $35.

Houston: KGUL-TV (see Galveston)

Houston: KPRC-TV

Ch. 2. Owned by Houston Post Co. Address: 2318 Polk Ave. Phone: MAdison 3-9271. Authorized eff. rad. pow.: visual 100 kw, aural 50.1 kw. Operating pow.: visual 100 kw, aural 50.1 kw. Antenna: 686' above ground, 749' above sea level. Networks: NBC-TV (prim.). Am & fm stations KPRC. Began operating January 1, 1949 (as KLEE-TV).

Representatives: National Edward Petry & Co., Inc., Washington attorneys Miller & Schroeder, consulting engineers Frank H. McIntosh & Assoc.

Stockholders: Houston Post Co. (100%). William P. Hobby, *president.*

Executives:
William P. Hobby, *president*
Jack Harris, *vice president & general manager*
Jack McGew, *station manager*
Jack Healy, *local sales manager*
Paul Huhndorff, *operations manager*
Ridge Radney, *production manager*
Kirt Harriss, *promotion & merchandising director*
Earl Corridon, *film operation manager*
Edna Forester, *publicity director*
George Roesner, *farm director*
Kathryn Estes, *traffic*

Color Equipment: network, film, slides.

Rates: Class A one hour live on request, film $850. Minute spot live $195, film $170. ID rate $102.

Houston: KTRK-TV

Ch. 13. Owned by Houston Consolidated Television Co. Address: 4513 Cullen Blvd., Box 12. Zone 4. Phone: JAckson 6-1313. Authorized eff. rad. pow.: visual 316 kw, aural 170 kw. Operating pow.: visual 316 kw, aural 170 kw. Antenna: 978' above ground, 1,049' above sea level. Networks: ABC-TV (prim.). Began operating November 20, 1954. Interconnected.

Representatives: National George P. Hollingbery Co.

Stockholders: KTRH (32%); Roy Hofheinz (16%); John Paul Goodwin (2.8%); George S. Bruce Jr. (2%); remaining 39.63% is held by 26 others (each owning less than 3%) who held stock in other two applicants for channel.

Executives:
John T. Jones Jr., *president*
Willard E. Walbridge, *executive vice president & general manager*
William F. Bennett, *commercial manager*
John E. Hill, *program director*
Tom L. Hiner, *chief engineer*
Ray Conaway, *news director*

Services: News AP. Live studios, number 2, size of largest 40' x 48'6", number live cameras 4. Remote equipment: complete, number remote cameras 2.

Film & ID: 2 16 mm DuMont Color Multiscanner film projectors; 2 2x2 slide projec-

tors, accepts SRA Standard; 4x5 opaque scanner. Film should be sent to Hugh Pickett. Film required 72 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network, film, slides.

Rates: Class A one hour live $1,000 plus camera & talent. Minute spot live $220 plus production. ID rate $132.

Laredo: KHAD-TV

Ch. 8. Owned by Vidcon Industries of America. Address: 820 Convent Ave. Phone: 3-3674. Authorized eff. rad. pow.: visual 2.14 kw, aural 1.07 kw. Operating pow: visual 2.14 kw, aural 1.07 kw. Antenna: 233' above ground, 649' above sea level. Networks: CBS-TV (prim.), NBC-TV, ABC-TV. Began operating January 5, 1956. Non-interconnected.

Representatives: National John E. Pearson Co., Washington attorney Ross K. Prescott, consulting engineer Guy C. Hutcheson.

Stockholders: H. C. Avery Jr. (50%); David H. Cole (50%).

Executives:
A. Samuels, *assistant manager in charge*
Jim Shelton, *program director & news and sports director*
W. Irven Simpson, *chief engineer*

Services: News AP. Live studios, number 1, size of largest 26' x 50', number live cameras 1.

Film & ID: 2 16 mm film projectors; 1 2x2 slide projector. Film should be sent to Jim Shelton. Film required 72 hrs. before telecast; slides 24 hrs., artwork 24 hrs. Film editing services.

Rates: Class A one hour live $187.50, film $187.50. Minute spot live $37.50, film $37.50. ID rate $18.75.

Laredo: KLTV (see Tyler)

Lubbock: KCBD-TV

Ch. 11. Owned by Bryant Radio & Television Co. Inc. Address: 5600 Avenue A. Phone: SHerwood 4-1414. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow: visual 100 kw, aural 50 kw. Antenna: 788' above ground, 3,988' above sea level. Networks: NBC-TV (prim.), ABC-TV. Am station KCBD. Began operating May 10, 1953. Interconnected.

Representatives: National Paul H. Raymer Co. Inc., Washington attorneys Welch, Mott & Morgan, consulting engineers Weldon & Carr.

Stockholders: Caprock Broadcasting Co. (65%); J. D. Lefwitch (20%); Maple Wilson (5%); C. E. Davis estate (5%); Hub K. Jones (2.5%); Joe H. Bryant, *president*.

Executives:
Joe H. Bryant, *president & general manager*
George L. Tarter, *vice president & commercial manager*
Bill Taylor, *program director*
Frank Lee, *chief engineer*
Joe Gilbert, *news director*
Robert L. Snyder, *secretary-treasurer & assistant general manager*
Ray Poindexter, *national sales manager*
Dick Porter, *film director*

Services: News UP, AP. Live studios, number 2, size of largest 35' x 60', number live cameras 2.

Film & ID: 2 RCA-TP16D film projectors; 1 RCA Selectroslide slide projector; Gray Telop II, 4x5 opaque. Film should be sent to Dick Porter. Film required 48 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; 16 mm film handled, portable Micro-cordo.

Color Equipment: network.

Rates: Class AA one hour live $420, film $350. Minute spot live $80, film $70. ID rate $35.

Lubbock: KDUB-TV

Ch. 13. Owned by Texas Telecasting Inc. Address: 7400 College Ave. Phone: SHerwood 4-2345. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Antenna: 852' above ground, 4,067' above sea level. Networks: CBS-TV (prim.). Am station KDUB. Began operating November 13, 1952. Interconnected.

Representatives: National The Branham Co., Washington attorney Elliott Lovett, consulting engineers Kear & Kennedy.

Stockholders: W. D. "Dub" Rogers, *president* (35.40%); Vernice Ford, *vice president* (25.22%); W. W. Conley, *secretary-treasurer* (5.03%); A. L. Lott Sr. (3.64%); 16 others, none owning over 2.1%.

Executives:
W. D. "Dub" Rogers, *president*
W. H. Shipley, *vice president*
Jimmie Isaacs, *vice president & general sales manager*
E. A. "Buzz" Hassett, *national sales manager*
Ray Trent, *program director*
Rudy Starnes, *chief engineer*
Duncan Ellison, *news director*
Doug Sewell, *production manager*
Polly Hargrove, *women's director*
John Wm. O'Brien, *sports director*
James Phillips, *controller*

Services: News AP, INS. Live studios, number 2, size of largest 40' x 60', number live cameras 3. Remote equipment: bus, Raytheon microlink KPR 100, number remote cameras 2.

Film & ID: 16 mm Du Mont Multi-scanner film projector; 2 each transparency and opaque pickup slide projectors as part of Du Mont Multi-scanner. Film should be sent to Ray Trent. Film required 72 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services; Bridgamatic film processor common negative or reversible 16 mm.

Color Equipment: network, film, slides.

Rates: Class A one hour live rates on request, film $350. Class AA minute spot film $70. ID rate $35. KPAR-TV Sweetwater-Abilene and KEDY-TV Big Spring are equipped to program either separate or simultaneous programs from KDUB-TV, and are also operated by Texas Telecasting Inc. Combination rates for KDUB-TV, KPAR-TV and KEDY-TV are available on request.

Lufkin: KTRE-TV

Ch. 9. Owned by Forest Capital Broadcasting Co. Address: Box 701. Phone: 3-7771. Authorized eff. rad. pow.: visual 26 kw, aural 12.5 kw. Operating pow.: visual 26 kw, aural 12.5 kw. Antenna: 540' above ground, 950' above sea level. Networks: NBC-TV (prim.). Am station KTRE. Began operating August 31, 1955. Interconnected.

Representatives: National Venard, Rintoul & McConnell Inc., regional Clyde Melville Co. (Dallas), Washington attorneys Cohn & Marks, consulting engineer A. Earl Cullum Jr.

Stockholders: R. W. Wortham Jr., *president* (32%); E. L. Kurth Sr., *vice president* (16.8%); Henry B. Clay (11%); Richman Lewin, *vice president* (2.5%); remainder held by 13 others, none owning more than 10%.

Executives:
R. W. Wortham Jr., *president*
Richman Lewin, *vice president & general manager*
Murphy Martin, *commercial manager & sports director*
Boyd Porter, *program director*
Fred Hill, *chief engineer*
Hampton Keathley, *farm director*
Elizabeth Calloway, *women's director*

Services: News AP, UP. Live studios, number 1, size of largest 30' x 40', number live cameras 2.

Film & ID: 2 GE film camera; 2 Eastman film projectors; 1 opaque projector; 1 2x2 slide projector. Film should be sent to Glenn Armstrong. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs.

Rates: Class A one hour live $240, film $225. Minute spot live $53, film $45. ID rate $22.

Midland: KMID-TV

Ch. 2. Owned by Midessa Television Co. Inc. Address: Box 2758. Phone: MU 2-7321 Midland, FE 2-7321 Odessa. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow: visual 100 kw, aural 50 kw. Antenna: 547' above ground, 3,349' above sea level. Networks: NBC-TV (prim.), ABC-TV. Began operating December 18, 1953. Interconnected.

Representatives: National Venard, Rintoul & McConnell Inc., regional Clarke Brown Co. (southwest), Washington attorneys Lyon, Wilner & Bergson.

Stockholders: J. Conrad Dunagan, *president* (10%); W. D. Noel, *vice president* (11.67%); Donald M. Oliver, *secretary-treasurer* (5%); R. H. Drewry, *director* (27.5%); Ted R. Warkentin, *director* (17.5%); Paul Davis, *director* (5%); E. G. Rodman, *director* (11.67%); others, none owning over 2.5%. Messrs. Drewry and Warkentin are principals in KSWO-TV and KSWO Lawton, Okla., and KRHD Duncan and KCWA Enid, both Okla.

Executives:
J. Conrad Dunagan, *president*
Ray F. Herndon, *general manager*
Don Dickerson, *commercial manager*
Jerry Blair, *program director*
William D. Buford, *chief engineer*
Dan Kalenak, *news director*
Larry Fitzgerald, *sports director*

Services: News UP. Live studios, number 1, size of largest 63' x 47', number live cameras 3. Remote equipment: custom truck & Raytheon microwave, number remote cameras 1 image orthicon, 1 Vidicon.

Film & ID: 2 16 mm film projectors; 2 NARTB standard 35 mm slide projectors. Film should be sent to Don McCarron, *Film Director*. Film required 74 hrs. before telecast; slides 74 hrs., artwork 74 hrs. Film editing services; 16 mm film handled.

Color Equipment: basic network.

Rates: Class A one hour live $290, film $250. Minute spot live $53, film $50. ID rate $30.

Odessa: KOSA-TV

Ch. 7. Owned by Odessa Television Co. Address: 1211 N. Whitaker. Phone: FEderal 7-8301. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow: visual 316 kw, aural 158 kw. Antenna: 726' above ground, 3,856' above sea level. Networks: CBS-TV (prim.). Am station KOSA. Began operating January 1, 1956. Interconnected.

Representatives: National John E. Pearson Television Co. Inc., Washington attorneys Haley, Wollenberg & Kenehan, consulting engineers Ed Talbott.

Stockholders: Cecil L. Trigg (40%); Jack C. Vaughn (25%); Grady Vaughn (25%); Brooks Harman (5%); W. B. Stowe (5%).

Executives:
Cecil L. Trigg, *president & general manager*
John Vacca, *station manager*
Ross Newby, *national sales manager*
Ed Costello, *sales manager*
Stu Klein, *production manager*
Bill Schock, *chief engineer*
Doyce Elliott, *news director*
Hubert Martin, *farm director*
Jay Mehaffey, *sports director*
George Duesler, *film director*

Services: News AP, UP, Unifax. Live studios, number 1, size of largest 45' x 45', number live cameras 2 orthicon. Remote equipment: available, number remote cameras 2.

Film & ID: Auricon 16 mms of equipment 2 16 mm film projectors; dual 2x2 slide projectors, SRA 3x4 ID standard. Film should be sent to George Duesler, Film Director. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services.

Rates: Class A one hour live $337.50, film $300. Minute spot live $64, film $60. ID rate $35.

Port Arthur: KPAC-TV

Ch. 4. Owned by Texas Goldcoast Television Inc. Address: 17th & Woodworth. Phone: YU 5-5557. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow: visual 100 kw, aural 50 kw. Antenna: 767' above ground, 787' above sea level. Networks: NBC-TV (prim.), ABC-TV per program. Am station KPAC. Began operating October 22, 1957. Interconnected.

Representatives: National Paul Raymer Co. Inc., regional Newkirk & Whalen (Houston), Washington attorneys Fisher, Wayland, Duvall & Southmayd, consulting engineers Commercial Radio Equipment Co.

Stockholders: Port Arthur College (50%); Jefferson Amusement Co. (50%).

Executives:
Julius M. Gordon, *president & general manager*
Mack Newberry, *commercial manager*
Doug Thompson, *program director*
Glenn Boatright, *chief engineer*
Buddy Johnson, *news director*
Johnny Garner, *farm director*
Adeline Salter, *women's director*
John Gibson, *sports director*

Services: News AP. Live studios, number 2, size of largest 47' x 60', number live cameras 3.

Film & ID: 2 16 mm RCA film projectors; 2x2 slide projectors. Film should be sent to Doug Thompson, *Program Manager*. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $420, film $350. Minute spot live $96, film $80. ID rate $48.

San Angelo: KCTV

Ch. 8. Owned by Westex Television Co. Inc. Address: 1015 E. 28th. Phone: 7183. Authorized eff. rad. pow.: visual 25.6 kw, aural 12.8 kw. Operating pow: visual 25.6 kw, aural 12.8 kw. Antenna: 443' above ground, 2,331' above sea level. Networks: CBS-TV (prim.). Began operating July 5, 1953. Interconnected.

Representatives: National Venard, Rintoul & McConnell Inc., regional Clyde Melville Co. (southwest).

Stockholders: KGKL San Angelo (50%)—Lewis O. Seibert, *owner;* Roy H. Simmons (25%); B. P. Bludworth (25%).

Executives:
B. P. Bludworth, *president*
J. H. Hubbard, *general & commercial manager*
R. E. DeLoach, *business manager*
Al Cobb, *program director*
Bob Benson, *chief engineer*
Jim Moreland, *news director*

Services: News UP. Live studios, number 1, size of largest 24' x 35', number live cameras 2.

Film & ID: 2 RCA TP-6 16 mm film projectors; 2x2 metal No. 1 slide projectors. Film should be sent to Operations. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Rates: Class A one hour live $200 plus camera, film $200. Minute spot live $30 plus camera, film $30. ID rate $16.50.

San Antonio: KCOR-TV

Ch. 41. Owned by KCOR Inc. Address: 111 Martinez St. Phone: CApitol 5-2751. Authorized eff. rad. pow.: visual 11.0 kw, aural 6.03 kw. Operating pow: visual 1.0 kw, aural 0.6 kw. Antenna: 598' above ground, 1,218' above sea level. Am station KCOR. Began operating June 10, 1955.

Representatives: National Richard O'Connell Inc., Washington attorneys Haley, Wollenberg & Kenehan, consulting engineers Robert M. Silliman.

Stockholders: R. A. Cortez, president & treasurer (59%); R. A. Cortez Jr., vice president (6.5%); William P. Smythe, vice president (8.5%); Nathan Safir, executive vice president & general manager (2.29%).

Executives:
Raoul A. Cortez Sr., *president*
Nathan Safir, *executive vice president & general manager*
Ben J. Tamborello, *commercial manager*
Emilio Nicolas, *program director*
Marvin E. Fiedler, *chief engineer*
Gustavo Alvarez, *news director*
Carolina Villalongin, *women's director*
Guillermo Lozano, *sports director*
Raoul A. Cortez Jr., *promotion manager*

Services: News UP. Live studios, number 1, size of largest 30' x 30', number live cameras 2.

Film & ID: 2 RCA TP-16A 16 mm film projectors; 1 35 mm TP-3C slide projector. Film should be sent to Emilio Nicolas, Program Director. Film required 24 hrs. before telecast; slides 24 hrs.

Rates: Class A one hour live $200, film $35.

San Antonio: KENS-TV

Ch. 5. Owned by Express Publishing Co. Address: Ave. E & 4th St., Box 2171. Zone 6. Phone: CApitol 5-7411. Authorized eff. rad. pow.: visual 100 kw, aural 50.1 kw. Operating pow: visual 100 kw, aural 50.1 kw. Antenna: 555' above ground, 1,187' above sea level. Network: CBS-TV (prim.). Am station KENS. Began operating February 15, 1950.

Representatives: National Peters, Griffin, Woodward Inc., Washington attorneys Loucks, Zias, Young & Jansky, consulting engineers Jansky & Bailey.

Stockholders: Frank G. Huntress estate (6.73%); Frank G. Huntress Jr., president (18.1%); Mrs. Carrie S. Frost, 1st vice president (11.43%); Mrs. W. Dorsey Brown, 2nd vice president (6%); George B. Brackenridge estate (33.33%), Frank Huntress Jr., Frank Huntress III, Leroy G. Denman Jr. & John B. McDaniel Jr., trustees; Mrs. Mildred Wood Hazzard (14%); Mrs. Catherine F. Hart (11.4%); 4 others, none owning over 2.1%.

Executives:
Frank G. Huntress Jr., *president*
Albert D. Johnson, *general manager*
Wayne Kearl, *commercial manager*
Ken James, *program director*
John W. Scott, *news director*
William Shomette, *farm director*

Services: News AP. Live studios, number 2, size of largest 40' x 60', number live cameras 5. Remote equipment: Du Mont, number remote cameras 2.

Film & ID: 2 16 mm film projectors; 2 2x2 EIA slide projectors. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $700. Minute spot film $120. ID rate $60.

San Antonio: KONO-TV

Ch. 12. Owned by Mission Telecasting Corp. Address: 1408 North St. Mary's. Zone 12. Phone: CApitol 6-7611. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow: visual 316 kw, aural 158 kw. Antenna: 573' above ground, 1,223' above sea level. Networks: ABC-TV (prim.). Am & fm stations KONO. Began operating January 12, 1957. Interconnected.

Representatives: National H-R Television Inc., regional Clarke Brown Co. (south), Washington attorneys Welch, Mott & Morgan.

Stockholders: Joe R. Straus, Lafayette Ward, Leslie Flowers, Sylvan Lang, L. A. Douglas, Jesse Oppenheimer, James Calvert (Jointly own 50%); Mission Broadcasting Co. owned by Eugene J. Roth, Bob Roth, Jack Roth and James M. Brown (50%).

Executives:
Eugene J. Roth, *president*
James M. Brown, *general manager*
Bob Roth, *commercial manager*
Edward Hyman, *program director*
Weldon Squyers, *chief engineer*
Key Herbert, *news director*
Blake McCreless, *farm director*

George W. Ing, *director of engineering*
Katie Ferguson, *program coordinator*

Services: News UP, Movietone. Live studios, number 2, size of largest 45′ x 65′, number live cameras 3 to 5. Remote equipment: RCA Telmobile number remote cameras 2.

Film & ID: 2 RCA Telejectors; 2 RCA cameras film projectors; standard Telejector specs. Film should be sent to Sam Rocco, Film Director. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services, Houston Fearless, b&w 16 mm film handled.

Color Equipment: network.

Rates: Class A one hour live $560 plus $50 for cameras, film $560. Minute spot live $140 plus $12 for camera, film $140. ID rate $84.

San Antonio: WOAI-TV

Ch. 4. Owned by Southland Industries Inc. Address: 1031 Navarro St. Zone 6. Phone: CApitol 7-4221. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow: visual 100 kw, aural 50 kw. Antenna: 569′ above ground, 1,219′ above sea level. Networks: NBC-TV (prim.). Am station WOAI. Began operating December 11, 1949. Interconnected.

Representatives: National Edward Petry & Co. Inc., Washington attorneys Hogan & Hartson, consulting engineers A. D. Ring & Assoc.

Stockholders: Hugh Halff Jr., chairman (40%); estate of Hugh A. L. Halff (12%); G. A. C. Halff Foundation (24%); National Jewish Hospital at Denver (24%).

Executives:
Hugh Halff Jr., *chairman of the board*
James M. Gaines, *president & general manager*
Edward V. Cheviot, *commercial manager*
Robert R. Reed, *program manager*
Charles L. Jeffers, *vice president, engineering*
Henry G. Howell, *news director*
Bill McReynolds, *farm director*
Randall Clay, *sports director*
Bill N. Yancy, *promotion manager*
George C. Beaury, *vice president*

Services: News AP, UP, INS, local news staff. Live studios, number 3, size of largest 45′ x 45′, number live cameras 5 RCA image orthicon (2 color) pedestal mounted. Zoom lens. Remote equipment: complete mobile unit, Zoom lens, microwave transmitter & receiver, number remote cameras 3 RCA image orthicon.

Film & ID: 2 b&w, 1 color film cameras; 3 RCA professional 16 mm film projectors; 2 Gray 2x2 Telejectors; Projectal for 3x4 photographs, mat finish. Film should be sent to Faye Leavitt. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network, live, film, slides.

Rates: Class A one hour live $700, film $700. Minute spot live $175, film $175. 8 sec. ID rate $105.

Sweetwater-Abilene: KPAR-TV

Ch. 12. Owned by Texas Telecasting Inc. Address: Operations Desk—7400 College Ave., Lubbock. Phone: SHerwood 4-2345. Authorized eff. rad. pow.: visual 91.2 kw, aural 45.7 kw. Antenna: 689′ above ground, 2,754′ above sea level. Networks: CBS-TV (prim.). Began operating January 30, 1956. Interconnected.

Representatives: National The Branham Co., Washington attorney Eliot C. Lovett, consulting engineers Kear & Kennedy.

Stockholders: See KDUB-TV Lubbock.

Executives:
W. D. "Dub" Rogers, *president*
W. H. Shipley, *vice president*
Dan C. Guthrie, *station manager*
E. A. "Buzz" Hassett, *national sales manager*
Garvel Hector, *assistant station manager*
J. T. Allen, *technical supervisor*

Services: News. Live studios, number 1, size of largest 30′ x 40′, number live cameras 3. Remote equipment: see KDUB-TV Lubbock.

Film & ID: 2 16 mm film projectors; 2x2 metal mounted slide projector. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services; see KDUB-TV Lubbock.

Rates: Class A one hour live on request, film $200. Minute spot film $30. ID rate $15. KPAR-TV is equipped to originate all types of local programming plus simultaneous programming with KDUB-TV Lubbock and KEDY-TV Big Spring. Combination rate for the three is available on request.

Temple-Waco: KCEN-TV

Ch. 6. Owned by Bell Publishing Co. Address: 17 S. Third St. Box 188. Phone: PR 3-6868 (Temple); Waco PL 3-1846. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Antenna: 833′ above ground, 1,549′ above sea level. Networks: NBC-TV (prim.). Began operating November 1, 1953. Interconnected.

Representatives: National George P. Hollingbery Co., regional Clyde Melville Co. (Texas), Washington attorneys Fisher, Wayland, Duvall & Southmayd, consulting engineers A. Earl Cullum Jr.

Stockholders: Frank W. Mayborn (95%); Afton Schulz.

Executives:
Frank Mayborn, *president*
Burton Bishop, *general manager*
Curtis Casey, *chief engineer*
Clark Bolt, *farm director*

Services: News UP news wire, UP Fotofax. Live studios, number 1, size of largest 30′ x 40′, number live cameras 2. Remote equipment: number remote cameras 1.

Film & ID: 2 RCA 16 mm film projectors; balop Projectall, 4x5, safe area: 2½x4; 2 Gray Dual Disc slide projectors, SRDS standards. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $400, film $350. Minute spot live $80, film $70. ID rate $35.

Texarkana: KCMC-TV

Ch. 6. Owned by KCMC Inc. Address: Summerhill Rd. Phone: 33-1133. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Antenna: 391′ above ground, 729′ above sea level. Networks: CBS-TV (prim.), ABC-TV. Am station KCMC. Began operating August 16, 1953. Interconnected.

Representatives: National Venard, Rintoul & McConnell Inc., regional Clyde Melville Co. (southwest), James S. Ayers Co. (southeast), Washington attorney Eugene L. Burke, consulting engineers Commercial Radio Equipment Co.

Stockholders: Camden News Publishing Company, publisher of Camden (Ark.) *News* (50%); (*News* owned 39% by Walter E. Hussman and 39% by Betty P. Hussman); estate of C. E. Palmer (37%); Bettie M. Palmer, *president* (5.5%); Alden P. Mooney (3.5%); J. Q. Mahaffey, *secretary-treasurer* (4%).

Executives:
Bettie M. Palmer, *president*
W. E. Hussman, *executive vice president*
Walter M. Windsor, *general manager*
Richard M. Peters, *commercial manager*
Les Eugene, *program director*
Charles Mathis Jr., *chief engineer*
James Hedrick, *farm director*
Robert L. McCay, *production manager*
Bill Gill, *news director*
Gail Reagan, *women's director*
Haskell Jones, *sports director*

Services: News AP, AP wirephoto. Live studios, number 1, size of largest 31′ x 40′, number live cameras 2.

Film & ID: 2 Eastman 16 mm film projectors; telop projector, 3¼x4 cards, usable area 2¼x2, bleed to edges; 2x2 slide projector, tape or metal mounted slides. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 48 hrs., artwork 1 week. Film editing services.

Rates: Class A one hour live $300, film $260. Minute spot live $69, film $60. ID rate $30.

Tyler: KLTV

Ch. 7. Owned by The Channel 7 Co. Address: Kilgore Hiway, Box 957. Phone: 2-3873. Authorized eff. rad. pow.: visual 316 kw, aural 220 kw. Operating pow: visual 316 kw, aural 220 kw. Antenna: 495′ above ground, 1,050′ above sea level. Networks: NBC-TV, ABC-TV, CBS-TV. Began operating October 1954. Microwave system of air pickup.

Representatives: National H-R Representatives Inc., regional Clarke Brown Co. (south), Washington attorneys McKenna & Wilkinson, consulting engineers Lohnes & Culver.

Stockholders: Lucille Buford (40%); Gerry Lansing (40%); Marshall H. Pengra (20%).

Executives:
Marshall H. Pengra, *general manager*
John Lenox, *commercial manager*
Bonnie Lenox, *program director*
Ralph Coleman, *news director*
Hudson Collins, *chief engineer*
Louise Dutcher, *traffic director*

Services: News AP. Live studios, number 1, size of largest 48′ x 98′, number live cameras 1.

Film & ID: 2 16 mm film projectors; 1 Gray Telejector slide projector, 2x2 slides. Film should be sent to Frank Sherry, Film Director. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs.

Color Equipment: network.

Rates: Class AA one hour live $300. Minute spot live $65, film $60. ID rate $35.

STATIONS: TEX.-UTAH

Waco: KCEN-TV (see Temple)

Waco: KWTX-TV

Ch. 10. Owned by KWTX Broadcasting Co. Address: 4520 Bosque Blvd. Phone: 3-7331. Authorized eff. rad. pow.: visual 107 kw, aural 53.7 kw. Antenna: 461' above ground, 1,049' above sea level. Networks: CBS-TV, ABC-TV. Am station KWTX. Began operating April 3, 1955.

Representatives: National Paul Raymer Co. Inc.

Stockholders: W. W. Naman, *president* (19.38%); M. N. Bostick, *vice president* (12.82%); Robert E. Levy, *treasurer* (12.16%); Thomas D. Stribling, *secretary* (8.82%); Ross M. Sams (13.79%); Hilton E. Howell (14.27%); W. W. Callan (13.79%); Ellender S. Chase (4.97%); LBJ Co., operator of KTBC-TV Austin, Tex. (29%). Acquired facilities of KANG-TV Waco (Ch. 34 which left air Dec. 31, 1955) under agreement whereby owners of KANG-TV—LBJ Co.—acquired 29% of KWTX Broadcasting Co. stock. KWTX Broadcasting owns 50% of semi-satellite KBTX-TV Bryan, Tex.; M. N. Bostick (10%).

Executives:
M. N. Bostick, *vice president & general manager*
Charles Boland, *national & regional sales manager*
Curt Matties, *program director*
Reid Collins, *news director*
John Watkins, *farm & garden editor*
Marvel Russell, *women's editor*

Rates: Class A one hour $300. Minute spot $60. ID rate $30.

Weslaco: KRGV-TV

Ch. 5. Owned by KRGV Television Inc. Address: 311 Missouri Ave. Phone: WOodlawn 8-3131. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Antenna: 791' above ground, 845' above sea level. Network: NBC-TV (prim.). Am station KRGV. Began operating April 2, 1954.

Representatives: National Paul H. Raymer Co., Washington attorneys Dow, Lohnes & Albertson, consulting engineer W. G. Edgerton.

Stockholders: O. L. Taylor (50%); LBJ Company (50%).

Executives:
O. L. (Ted) Taylor, *president & general manager*
Bill Rucker, *assistant general manager*
Dallas Wales, *program director*
Jacque Elliott, *production manager*
Brad Smith, *news director*
Charles Rankin, *farm director*
Lewis Hatwig, *chief engineer*

Services: News AP. Live studios, number 1, size of largest 45' x 26', number live cameras 2. Remote equipment: Du Mont, number remote cameras 1.

Film & ID: 2 16 mm film projectors; 1 4x4 telop projector. Film should be sent to Film Director. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services.

Rates: Class AA one hour live $300. Minute spot live $60. ID rate $30.

Wichita Falls: KFDX-TV

Ch. 3. Owned by Wichtex Radio & Television Co. Address: Box 2040. Phone: 2-8668. Authorized eff. rad. pow.: visual 100 kw, aural 56.2 kw. Antenna: 550' above ground, 1,550' above sea level. Networks: NBC-TV, ABC-TV. Began operating March 29, 1953.

Representatives: National Paul H. Raymer Co. Inc., consulting engineers George C. Davis.

Stockholders: Darrold A. Cannan, *president* (59.35%); Mayme Kahfuss, *secretary-treasurer* (.78%); Howard H. Fry, *vice president* (13.1%); Darrold A. Cannan Jr. (13.1%); 8 others, none holding as much as 3.33%. D. A. Cannan owns 20.8% of KFDM-TV Beaumont, Tex.

Executives:
Darrold A. Cannan, *president*
D. A. Cannan Jr., *vice president*
Howard H. Fry, *vice president & general manager*
Warren Silver, *program director*
John Adams, *chief engineer*

Rates: Class A one hour $350. Minute spot $70. ID rate $42.

Wichita Falls: KSYD-TV

Ch. 6. Owned by KSYD Television Co. Inc. Address: Box 2130. Phone: 2-6957. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow: visual 100 kw, aural 50 kw. Antenna: 494' above ground, 1,475' above sea level. Networks: CBS-TV (prim.). Am station KSYD. Began operating March 1, 1953 as KWFT-TV. KSYD-TV began operating January 9, 1956. Interconnected.

Representatives: National Blair Television Assoc. Inc., Washington attorneys Lyon, Wilner & Bergson.

Stockholders: Sidney A. Grayson, *president* (5%); Nat Levine, *secretary-treasurer* (25%); Irving L. Gold, *vice president* (12½%); Murray Gold (12½%); Ben Aaron, *vice president* (6.67%); Roy Aaron (6.67%); Leon Aaron (6.67%); Theodore Shanbaum (25%).

Executives:
Syd Grayson, *president & general manager*
Bob Cain, *commercial manager*
Tom Sugars, *program director*
Herb Wiley, *chief engineer*
Bill Hood, *news director*
Miss Paralee Norman, *promotion director*

Services: News AP, UP, AP Wirephoto. Live studios, number 1, size of largest 35' x 45', number live cameras 2.

Film & ID: 2 16 mm film projectors; 2 2x2 slide projectors. Film should be sent to Thomas R. Sugars, *Film Director*. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $360, film $350. Minute spot live $75, film $70. ID rate $42.

UTAH

Salt Lake City: KSL-TV

Ch. 5. Owned by Radio Service Corp. of Utah. Address: 145 Social Hall Ave. Zone 1. Phone: ELgin 5-4641. Authorized eff. rad. pow.: visual 29.5 kw, aural 17.8 kw. Operating pow.: visual 29.5 kw, aural 17.8 kw. Antenna: 90' above ground, 9,137' above sea level. Networks: CBS-TV (prim.). Began operating June 1, 1949. Interconnected.

Representatives: National CBS Television Spot Sales, Washington attorneys Wilkinson, Boyden, Cragun & Barker, consulting engineers A. D. Ring & Assoc.

Stockholders: Church of Jesus Christ of Latter-day Saints (64%).

Executives:
Jay W. Wright, *executive vice president*
D. Lennox Murdoch, *vice president & general manager*
Edward B. Kimball, *sales manager*
Wayne F. Richards, *program director*
Vincent E. Clayton, *chief engineer*
Rulon Bradley, *news director*
Wayne F. Richards, *farm director*
Ivor Sharp, *vice president in charge—development*
Scott Clawson, *production manager*
Richard V. Thiriot, *film director*
Robert G. Murdock, *promotion director*

Services: News local film, UP. Live studios, number 2, size of largest 60' x 69', number live cameras 6. Remote equipment: Tele-Cruiser bus, number remote cameras 6 Du Mont.

Film & ID: 4 16 mm, 1 35 mm strip film projectors; 1 2x2 Telejector, 2x2 transparencies, SRA standards; rear process screen; dual 4x5 projector. Film should be sent to Richard V. Thiriot, *Film Director*. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services, 16 mm; film processing available, Du Pont or Eastman film.

Color Equipment: network.

Rates: Class A one hour live $600, film $600. Minute spot live $150, film $150. ID rate $75.

Salt Lake City: KTVT

Ch. 4. Owned by Intermountain Broadcasting & Tv Corp. Address: 130 Social Hall Ave. Zone 3. Phone: DAvis 2-5681. Authorized eff. rad. pow.: visual 30 kw, aural 20 kw. Operating pow: visual 30 kw, aural 20 kw. Antenna: 182' above ground, 8,684' above sea level. Networks: NBC-TV (prim.). Am station KDYL. Began operating April 1948. Interconnected.

Representatives: National The Katz Agency Inc., Washington attorneys Pierson, Ball & Dowd.

Stockholders: Time Inc. (80%); G. Bennett Larson (20%).

Executives:
G. Bennett Larson, *president & general manager*
Harold Woolley, *sales manager*
John M. Baldwin, *vice president*
Kenneth J. Hanni, *comptroller*
Dan Rainger, *program director & film supervisor*
Alan Gunderson, *director of engineering*
Wally Lambourne, *chief video engineer*
Jack Goodman, *news & promotion director*
Josie Barnes, *women's director*
Adolph Reich, *film editor*
Paul James, *sports director*
Jack White, *director of photography*

Services: News UP Newswire, Movietone Newsreel, local newsreel. Live studios, number 2, size of largest 2,100 sq. ft., number live cameras 4. Remote equipment: RCA TK30A, newswagon with radio phone, number remote cameras 4.

Film & ID: 3 16 mm film projectors; 1 rear screen projector, 4x5 full area glass; 3 slide projectors, 2x2 glass slides, safe

viewing area ¾x15/16. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network, slides, opaques.

Rates: Class A one hour film $700. Minute spot live $180, film $180. ID rate $90.

Salt Lake City: KUTV

Ch. 2. Owned by Utah Broadcasting & Television Corp. Address: 179 Social Hall Ave. Phone: DAvis 2-2505. Authorized eff. rad. pow.: visual 45.71 kw, aural 25.1 kw. Operating pow: visual 45.71 kw, aural 25.1 kw. Antenna: 229′ above ground, 8,709′ above sea level. Networks: ABC-TV (prim.). Began operating September 10, 1954.

Representatives: National Avery-Knodel Inc., Washington attorneys Haley, Wollenberg & Kenehan.

Stockholders: *Ogden Standard Examiner* (51%); Kearns Tribune Corp. (35%); George C. & Jean Hatch (14%). A. L. Glasmann, *president;* George C. Hatch, *vice president;* Jack Gallivan, *treasurer;* John Brophy, *secretary. Ogden Standard Examiner* is owned by A. L. Glasmann family, which also operates KLIX-TV Twin Falls, Ida., with KLIX, and controls radio stations KLO Ogden, Utah and KGEM Boise. Mr. & Mrs. Hatch also operate KALL Salt Lake City and control KOPR Butte.

Executives:
A. L. Glasmann, *president*
Brent Kirk, *station manager & general sales manager*
Robert B. Smith, *national sales manager*
Keith Nicholson, *promotion manager & public relations director*
Duane Hill, *operations director*
Lamar Smith, *production manager*
Sid Cohen, *film buyer*
Lyle Keys, *director of engineering*
Reid Carpenter, *chief engineer*
Doug Mitchell, *news editor*

Rates: Class A one hour live $600, film $600. Minute spot live $135, film $135. ID rate $60.

VERMONT

Burlington: WCAX-TV

Ch. 3. Owned by Mt. Mansfield Television Inc. Address: 135 Main St. Phone: UNiversity 2-5761. Authorized eff. rad. pow.: visual 18.7 kw, aural 9.3 kw. Operating pow.: visual 5 kw, aural 2.5 kw. Antenna: 116′ above ground, 4,176′ above sea level. Networks: CBS-TV (prim.). Am station WCAX. Began operating September 26, 1954. Interconnected.

Representatives: National Weed Television Corp., Washington attorneys Eliot C. Lovett.

Stockholders: C. P. Hasbrook, president & treasurer (64.8%); S. T. Martin, vice president (16%); Marcia B. Hasbrook, secretary (.1%); A. Pearley Feen, director (.1%); John Dobson (10%); John H. Patrick (5%); Robert Patrick (5%); Floyd W. Moore (5%); I. Munn Boardman (2.5%); Hickock & Boardman, Inc. (2.5%).

Executives:
C. P. Hasbrook, *president*
S. T. Martin, *vice president & general manager*
J. A. Dobson, *commercial manager*
Stuart Hall, *production manager*
J. W. Tierney, *chief engineer*
J. A. Sullivan, *news director*
Helen Workman, *women's director*
Anthony Adams, *sports director*

Services: News UP. Live studios, number 1, size of largest 30′x60′, number live cameras 2.

Film & ID: 2 16 mm film projectors; 1 2x2 slide projector. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 48 hrs., art work 48 hrs. Film editing services.

Rates: Class AA one hour live $510, film $450. Minute spot live $98, film $90. ID rate $45.

VIRGINIA

Bristol: WCYB-TV

Ch. 5. Owned by Appalachian Broadcasting Corp. Address: 516 Cumberland St. Phone: NOrth 3560. Authorized eff. rad. pow.: visual 85.4 kw, aural 42.7 kw. Operating pow.: visual 85.4 kw, aural 42.7 kw. Antenna: 80′ above ground, 4,360′ above sea level. Networks: NBC-TV (prim.), ABC-TV. Am station WCYB. Began operating August 13, 1956.

Representatives: National Weed Television Corp., Washington attorneys Fly, Shuebruk, Blume & Gaguine, consulting engineers George C. Davis.

Stockholders: Robert H. Smith, president & general manager (25%); J. Fey Rogers, vice president & sales manager (25%); Charles M. Gore, secretary (16⅔%); Harry M. Daniel, vice president (16⅔%); Frank W. DeFriece Jr., treasurer (16⅔%).

Executives:
Robert H. Smith, *president & general manager*
J. Fey Rogers, *vice president & sales manager*
Labe B. Mell, *tv operations manager*
Frank Spaulding Jr., *program director*
R. V. Robinson, *chief engineer*
Donald W. Greene, *news & sports director*
Doug Ford, *farm director*
Alice Fairn Friberg, *women's director*
James G. Evans, *production manager*

Services: News 2 AP wires, local. Live studios, number 2, size of largest 40′ x 40′, number live cameras 3. Complete Tele-Prompter Service, rear screen projector Telepro 6000. Remote equipment: GPL field chain & verifocal lens, number remote cameras 3.

Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services; complete Eastman 16 mm negative motion picture processing.

Color Equipment: network, live film, slides.

Rates: Class A one hour live $300, film $300. Minute spot live $60, film $60. ID rate $30.

Hampton: WVEC-TV (see Norfolk, Va.)

Harrisonburg: WSVA-TV

Ch. 3. Owned by Shenandoah Valley Broadcasting Inc. Address: Rawley Pike. Phone: 4-4431. Authorized eff. rad. pow.: visual 8.32 kw, aural 4.17 kw. Operating pow: visual 8.32 kw, aural 4.17 kw. Antenna: 349′ above ground, 3,304′ above sea level. Networks: NBC-TV, CBS-TV, ABC-TV. Am & fm stations WSVA. Began operating October 19, 1953. Non-interconnected.

Representatives: National Peters, Griffin,

Wisconsin's 2nd largest market
. . . any way you figure it.
POPULATION
1,341,078
386,472
TV Homes*
The 46th Market
TELEVISION MAGAZINE JAN., 1958
EFFECTIVE BUYING INCOME
$1,928,627,260.
The Wisconsin Market YOU MUST BUY
If you buy outside of Milwaukee
ABC and CBS
TOWER 1165 FT. ABOVE AVERAGE TERRAIN
WFRV TV
GREEN BAY
Wisconsin
Soren H. Munkhof,
Exec. V.P Gen. Mgr.
WFRV-TV Building, Green Bay, Wis.
HEADLEY-REED TV Reps

Woodward Inc., Washington attorneys Covington & Burling, consulting engineers Kear & Kennedy.

Stockholders: Hamilton Shea (50%); Transcontinent Television Corp. (50%).

Executives:
Hamilton Shea, *president & general manager*
R. H. Johnson, *commercial manager*
Robert E. Lee, *program director*
Tom Jones, *chief engineer*
Wip Robinson III, *news director*
Homer Quann, *farm director*
Virginia Lindamood, *women's director*
Bob MacNeill, *sports director*
N. L. Royster, *manager, promotion-advertising & station relations*

Services: News AP, AP Fotofax. Live studios, number 1, size of largest 32' x 32', number live cameras 2.

Film & ID: 3 16 mm film projectors; 3 2x2 slide projectors. Film should be sent to Robert E. Lee. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services.

Rates: Class A one hour live $250 plus cost, film $250. Minute spot live $40 plus talent, film $40. ID rate $20.

Lynchburg: WLVA-TV

Ch. 13. Owned by Lynchburg Broadcasting Corp. Address: 2320 Langhorne Rd. Phone: 2-1242. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow: visual 316 kw, aural 158 kw. Antenna: 574' above ground, 1,902' above sea level. Networks: ABC-TV (prim.). Am station WLVA. Began operating February 8, 1953.

Representatives: National George P. Hollingbery Co., Washington attorneys McConnaughey, Sutton & L'Heureux, consulting engineers Lohnes & Culver.

Stockholders: Edward A. Allen (25.5%); Philip P. Allen (25.5%); John P. Read Jr., secretary-treasurer (4.21%); Norfolk Broadcasting Corp. (21.39%), voted by Louis H. Peterson; over 50 others, none owning as much as 2.5%.

Executives:
Edward A. Allen, *president*
Philip P. Allen, *vice president & general manager*
Thomas L. Turner, *commercial manager*
Warren Uttal, *program director, film buyer & promotion manager*
John T. Orth, *chief engineer*
Rod Lea, *production manager & news director*
Wayne Tyler, *farm director*
Jo Sale, *women's director*
Bill Dudley, *sports director*

Services: News AP. Live studios, number 3, size of largest 1,600 sq. ft., number live cameras 2.

Film & ID: 3 16 mm film projectors; monochrome scanner 35 mm slide projectors. Film should be sent to Warren Uttal. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services; Nikor 100' 16 mm unit, processing unit plus slides & stills.

Color Equipment: network, film, slides.

Rates: Class A one hour live $300 plus 15%, film $300. Minute spot live $60 plus 15%, film $60. ID rates $30.

Norfolk: WTAR-TV

Ch. 3. Owned by WTAR Radio Corp. Address: 720 Boush St. Zone 10. Phone: MAdison 5-6711. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Antenna: 1,029' above ground, 1,049' above sea level. Networks: CBS-TV (prim.), ABC-TV. Am station WTAR. Began operating April 2, 1950.

Representatives: National Edward Petry & Co. Inc., Washington attorney Eliot C. Lovett, consulting engineers Jansky & Bailey Inc.

Stockholders: Norfolk Newspaper Inc. (100%).

Executives:
Campbell Arnoux, *president & general manager*
John C. Peffer, *assistant general manager*
Robert M. Lambe, *general sales manager*
Harold Soldinger, *general program director*
Richard Lindell, *chief engineer*
Joel Carlson, *director of public relations*
Hal Powell, *promotion manager*

Services: News AP (State wire & radio trunk), INS Telenews, local news coverage (4-man staff), sound & silent 16 mm film. Live studios, number 3, size for largest 50' x 60', number live cameras 4. Remote equipment: Fully equipped truck with microwave, number remote cameras 2.

Film & ID: 2 16 mm film projectors; 2 slide projectors, which will handle 2x2 slides. Call letters in upper right corner. Film should be sent to Harry Nicholas, Film Director. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Complete film editing services including 16 mm Moviola; Houston Model 22 16 mm.

Color Equipment: network, film, slides.

Rates: Class A one hour live $935, film $875. Minute spot live $230, film $200. ID rate $100.

Norfolk: WVEC-TV

Ch. 15. Owned by Peninsula Broadcasting Corp. Address: 812 W. 21st St. Phone: MA 7-7605, MA 7-7774. Authorized eff. rad. pow.: visual 214 kw, aural 110 kw. Operating pow: visual 214 kw, aural 110 kw. Antenna: 500' above ground, 510' above sea level. Networks: NBC-TV (prim.). Am station WVEC. Began operating September 15, 1953. Interconnected.

Representatives: National Avery-Knodel Inc., Washington attorney Cohn & Marks, consulting engineers Vandivere, Cohen & Wearn.

Stockholders: Thomas P. Chisman, president (19.74%); Harrol A. Brauer Jr., vice president (10.85%); James E. Swafford, vice president (14.60%); J. W. Chisman, secretary-treasurer (14.60%); 25 others, none owning more than (2.6%).

Executives:
Thomas P. Chisman, *president & general manager*
Harrol A. Brauer Jr., *director of sales*
Harry Doggette, *tv progam director*
William C. King Jr., *chief engineer*
Lewis T. Jester, *news director*
Grace Sumner, *women's director*
L. W. Kliewer, *operations manager*

Services: News AP. Live studios, number 2, size of largest 47' x 49', number live cameras 4.

Film & ID: 2 2x2 slide projectors, copy area 23 30 sec by 16. Film should be sent to L. W. Kliewer, Operations Manager. Film required 48 hrs. before telecast; slides 48 hrs., artwork 62 hrs. Film editing services; 16 mm film handled.

Color Equipment: network.

Rates: Class A one hour live $350, film $350. Minute spot live $70, film $70. ID rate $35.

Portsmouth - Norfolk - Newport News: WAVY-TV

Ch. 10. Owned by Tide Water Teleradio Inc. Address: 709 Boush St., Norfolk; 801 Middle St., Portsmouth. Phone: MAdison 7-2345 Norfolk, EXport 3-7331 Portsmouth. Authorized eff. rad. pow.: visual 316 kw, aural 191 kw. Operating pow: visual 316 kw, aural 191 kw. Antenna: 1,026' above ground, 1,050' above sea level. Networks: ABC-TV (prim.). Am station WAVY. Began operating October 1957.

Representatives: National H-R Television Inc., Washington attorneys Arnold, Fortas & Porter, consulting engineers A. D. Ring & Assoc.

Stockholders: 61 stockholders, none owning as much as 10%. 11 voting control trustees include Hunter C. Phelan, president; Carl J. Burkland, executive vice president & general manager; George T. McLean, vice president; Henry C. Hofheimer II, secretary-treasurer.

Executives:
Hunter C. Phelan, *president*
Carl J. Burkland, *executive vice president & general manager*
Gene Gaudette, *commercial manager*
Richard Fraser, *program director*
William M. Manrov, *chief engineer*

Services: News AP Photofax. Live studios, number 3, size of largest 60' x 40' x 25', number live cameras 4. Remote equipment: RCA TVT-1A and TVR-1A, microwave number remote cameras 4.

Film & ID: 2 16 mm film projectors, V-3 for color, 1V for monochrome, RCA TP-7 2x2 slide projectors, 36 slides. Film should be sent to Richard Fraser.

Color Equipment: network, live up to 11x14, film, slides.

Rates: Class A one hour live $700, film $700 plus. Minute spot live $140 plus, film $140. ID rate $70.

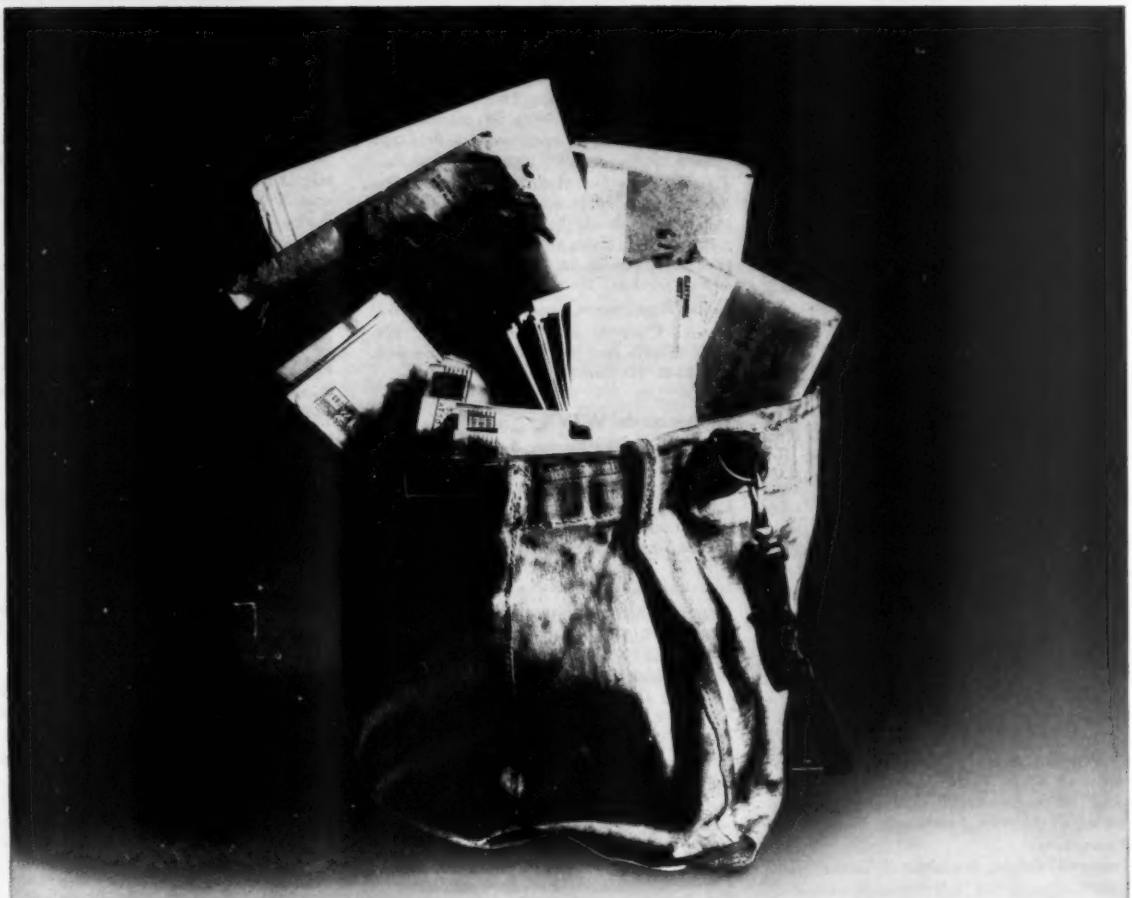
Petersburg-Richmond: WXEX-TV

Ch. 8. Owned by Petersburg Television Corp. Address: 124 W. Tabb St., Petersburg; 6200 Broad St. Rd., Richmond. Phone: REgent 3-7876. Petersburg; RIchmond 88-2835 Richmond. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow: visual 316 kw, aural 158 kw. Antenna: 979' above ground, 1,049' above sea level. Networks: NBC-TV (prim.). Am & fm stations WLEE Richmond. Began operating August 15, 1955. Interconnected.

Representatives: National Select Station Representatives, regional Clarke Brown Co. (south), Simmons Assoc. Inc. (Chicago), Washington attorneys Berge, Fox & Arent, consulting engineers Jansky & Bailey.

Stockholders: Lee Broadcasting Corp. (43.5%); Irvin G. Abeloff (6.7%); over 40 others.

Executives:
Thomas G. Tinsley Jr., *president*
Irvin G. Abeloff, *vice president & general*



Symbol of service

WSVA-TV, Channel 3, Harrisonburg, Virginia, is the major source of TV programming for 200,000 families in the important Shenandoah Valley market. As such, it must serve the "old timers" plus the thousands of "newcomers" who are streaming in to work in the new plants of ASR Products, Westinghouse, General Electric, Du Pont and Reynolds Metal.

The residents of Staunton, Waynesboro, Charlottesville and Harrisonburg receive on Channel 3 a well-diversified selection of local programs, both live and film—as well as top network shows from the CBS, ABC and NBC networks.

WSVA-TV's rapidly growing list of sponsors is proof of the vital service it is providing advertisers in covering this vital portion of the Greater Virginia Area.

If you buy Richmond, Washington and Roanoke, then WSVA-TV, symbol of service in the Shenandoah Valley, is a "must" buy. Ask for details from Peters, Griffin and Woodward.

Symbol of Service

A TRANSCONTINENT STATION
WROC-TV, Rochester • WGR Radio, WGR-TV, Buffalo
WSVA Radio, WSVA-TV, Harrisonburg

WSVA-TV
CBS-NBC-ABC Channel 3
Harrisonburg, Va.

manager
Lawrence Slon, *local sales manager*
Robert A. Currie, *operations manager*
George McGuigan, *chief engineer*
Stan Losak, *news director*
Roger Wagner, *farm director*
Bob Goodman, *sports director*

Services: News AP, INS. Live studios, number 2, size of largest 40' x 30', number live cameras 4. Remote equipment: RCA TK-31A dual field chain with truck, number remote cameras 2.

Film & ID: 2 16 mm film projectors; 2 2x2 slide projectors. Film should be sent to Martha Martin. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; custom-built unit, 16 mm film processing.

Color Equipment: network, film, slides.

Rates: Class A one hour live $700, film $700. Minute spot live $140, film $140. ID rate $70.

Portsmouth: WTOV-TV

Ch. 27. Owned by Tim Brite Inc. Address: 1318 Spratley St. Phone: EXport 9-7583. Authorized eff. rad. pow.: visual 19.6 kw, aural 11.7 kw. Antenna: 410' above ground, 415' above sea level. Began operating October 22, 1953.

Representatives: National Joseph Hershey McGillvra Inc.

Stockholders: Temus R. Bright (50%); Norfolk Broadcasting Corp. (50%). Louis H. Peterson owns Norfolk Broadcasting, licensee of WNOR Norfolk, also 21% of WLVA-TV & WLVA Lynchburg, Va. Mr. Peterson owns 94% of WSSV Petersburg, Va.

Executives:
Temus R. Bright, *president & station manager*
Winston Bright, *vice president*
Anna C. Bright, *secretary-treasurer*
Louis H. Peterson, *general manager*
Tovey Lee, *assistant station manager & program director*
Charles Adams, *commercial manager*
Dorothy Kehs, *production manager*
Madeline Shockley, *women's director*

Rates: Class A one hour $124.65. Minute spot $17. 10 sec. ID rate $8.75.

Richmond: WRVA-TV

Ch. 12. Owned by Richmond Television Corp. Address: 5221 Midlothian Pike, Box 2370. Zone 18. Phone: BElmont 3-5461. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow: visual 31.65 kw, aural 15.83 kw. Antenna: 790' above ground, 1,000' above sea level. Networks: CBS-TV (prim.). Am & fm stations WRVA. Began operating April 29, 1956.

Representatives: National Harrington, Righter & Parsons, Washington attorneys Cohn & Marks and Fisher, Wayland, Duvall & Southmayd, consulting engineers Paul Godley Co.

Stockholders: Larus and Brother Co. Inc. (60%); Neighborhood Theatres Inc. (16.06%).

Executives:
C. T. Lucy, *president*
Barron Howard, *vice president & general manager*
James D. Clark Jr., *commercial manager*
Samuel S. Carey, *program director*
S. T. Terry Jr., *chief engineer*
George Passage, *news director*
John L. Stone Jr., *promotion manager*

Services: News state & national, AP, INS, Facsimile, CBS Newsfilm. Live studios, number 1, size of largest 40' x 50', number live cameras 4. Remote equipment: 2 field-type camera chains, number remote cameras 2.

Film & ID: Du Mont multi-scanner film projector; Du Mont multi-scanner slide projector. Film should be sent to Stations Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; Houston 16 mm processing.

Color Equipment: network, film, slides.

Rates: Class A one hour live $700, film $700. Minute spot live $140 plus production, film $140. ID rate $70.

Richmond: WTVR

Ch. 6. Owned by Havens & Martin Inc. Address: 3301 West Broad St. Zone 20. Phone: 5-8611. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Antenna: 844' above ground, 1,049' above sea level. Networks: ABC-TV (prim.). Am station WMBC. Began operating April 22, 1948. Interconnected.

Representatives: National Blair Tv Inc., Washington attorney John H. Midlen, consulting engineer James C. McNary.

Stockholders: Wilbur M. Haven, *president* (100%); Thelma M. Havens, *vice president;* Katharine H. Germain, *secretary;* Walter A. Bowry Jr., *treasurer;* James W. Kyle, *director.*

Executives:
Wilbur M. Havens, *president, general manager & commercial manager*
John V. Shand, *program director*
G. Conrad Rianhard, *film director & buyer*
James W. Kyle, *chief engineer*
Roy Roman, *news director*
Jim Grey, *sports director*

Services: News UP Movietone. Live studios, number 2, size of largest 52' x 52' x 22', number live cameras 3.

Film & ID: 2 Du Mont 16 mm, 1 GPL 16 mm film projectors; 4 2x2, 1 35 mm slide projectors. Film should be sent to Film Department. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; Bridgematic Du Pont Blue Base 16 mm.

Color Equipment: network, film, slides.

Rates: Class AA one hour live $875, film $875. Minute spot live $140, film $140. CB spot live or film $140. ID rate $70.

Roanoke: WDBJ-TV

Ch. 7. Owned by Times-World Corp. Address: 201 Campbell Ave. S.W. Phone: DI 3-8031. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Antenna: 146' above ground, 3,936' above sea level. Networks: CBS-TV (prim.). Am station WDBJ. Began operating October 3, 1955.

Representatives: National Peters, Griffin, Woodward Inc., Washington attorney George O. Sutton, consulting engineer George C. Davis.

Stockholders: owned by heirs of late J. B. Fishburn and J. P. Fishburn.

Executives:
Ray P. Jordan, *vice president*
John W. Harkrader, *assistant vice president*
Paul E. Reynolds, *program director & film buyer*
Blake Brown, *sales manager*
J. E. Newman, *chief engineer*
Don F. Murray, *news director*
Boone Boggs Jr., *promotion manager*

Services: News AP, AP wire photo, CBS Newsfilm. Live studios, number 3, size of largest 40' x 60' approx., number live cameras 3. Remote equipment: 1 camera chain & sync gen., number remote cameras 1.

Film & ID: 2 16 mm film projectors; 2 4x5 opaque projectors; 2 2x2 slide projectors. Film should be sent to Film Editor. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; Houston-Fearless, negative or positive.

Color Equipment: network, film, slides.

Rates: Class AA one hour live $600, film $600. Minute spot live $140, film $140. ID rate $60.

Roanoke: WSLS-TV

Ch. 10. Owned by Shenandoah Life Stations Inc. Address: Third at Church Ave. S.W. Phone: DIamond 4-9226. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow: visual 316 kw, aural 158 kw. Antenna: 174' above ground, 3,934' above sea level. Networks: NBC-TV (prim.), ABC-TV. Am station WSLS. Began operating December 11, 1952. Interconnected.

Representatives: National Avery-Knodel Inc., Washington attorney Eliot C. Lovett, consulting engineer George C. Davis.

Stockholders: Shenandoah Life Insurance Co. (100%).

Executives:
Black T. Newton Jr., *president*
James H. Moore, *executive vice president*
Horace Fitzpatrick, *assistant manager & commercial manager*
George W. Chernault Jr., *program manager*
J. P. Briggs, *chief engineer*
Thomas S. Wright, *special events & news director*
Glenwood Howell, *farm director*
Betty Bond, *women's director*
Fred L. Corstaphney, *promotion & publicity director*
Charles R. Garrison, *sales promotion & merchandising*

Services: News AP wire, AP Photofax, Telenews. Live studios, number 3, size of largest 57'8½" x 43'1", number live cameras 5. Remote equipment: RCA mobile unit, microwave trans-receiver, Zoomar lens, number remote cameras 2 image orthicon RCA.

Film & ID: 4 16 mm film projectors; 2 2x2 slide projectors, transmitted area 27/32 x 1⅛, safety field 23/32 x 15/16. Film should be sent to Horace Fitzpatrick. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; Houston Fearless 16 mm silent and sof neg. and rapid reversal.

Color Equipment: network, film, slides.

Rates: Class AA one hour live $675 plus camera & talent, film $675 plus film cost. Minute spot live $135 plus camera & talent, film $135 plus film cost. ID rate $67.50.

WASHINGTON

Bellingham: KVOS-TV

Ch. 12. Owned by KVOS Inc. Address: 1151 Ellis St. Phone: 790. Authorized eff. rad. pow.: visual 224 kw, aural 112 kw. Operat-

ing pow: visual 224 kw, aural 112 kw. Antenna: 141' above ground, 2,550' above sea level. Networks: CBS-TV EMP (prim.). Am station KVOS. Began operating June 3, 1953. Interconnected.

Representatives: National Forjoe-Tv Inc. (U. S.), regional Horace N. Stovin & Co. (Canada); Art Moore & Assoc. (Northwest), Washington attorneys Haley, Wollenberg & Kenehan, consulting engineer George M. Frese.

Stockholders: Rogan Jones, *president* (94%); C. W. Jones, *secretary-treasurer;* David Mintz (4%); Ernest E. Harper (2%).

Executives:
Rogan Jones, *president*
David Mintz, *general manager*
Fred Elsethagen, *commercial manager*
R. H. Anderson, *operations director*
Ernest Harper, *chief engineer*
Don Bryce, *news director*
Marian Boylan, *promotion manager*

Services: News UP. Live studios, number 2, number live cameras 3. Remote equipment: 1 truck, number remote cameras 2.

Film & ID: 3 16 mm film projectors; slide projectors, regular 35 mm slides. Film should be sent to Operations Director. Film required 48 hrs. before telecast; slides 24 hrs., artwork 48 hrs. Film editing services.

Rates: Class A one hour film $550. Minute spot film $137.50. ID rate $55.

Ephrata: KBAS-TV

Ch. 43. Satellite of KIMA-TV Yakima, Wash.

Pasco: KEPR-TV

Ch. 19. Satellite of KIMA-TV Yakima, Wash. Owned by Cascade Broadcasting Co. Address: Box 766. Phone: JUstice 6-6184. Authorized eff. rad. pow.: visual 155 kw, aural 75 kw. Operating pow: visual 71.3 kw, aural 51.7 kw. Antenna: 351' above ground, 2,394' above sea level. Networks: CBS-TV (prim.), NBC-TV, ABC-TV. Am station KEPR. Began operating December 28, 1954.

Representatives: National Weed Television Corp., regional Art Moore & Assoc., Washington attorneys Prince, Taylor & Crampton, consulting engineers Kear & Kennedy.

Stockholders: Same as KIMA-TV Yakima, Wash.

Executives:
Tom Bostic, *vice president*
Monte L. Strohl, *general manager & commercial manager*
William G. Moody, *program, farm & women's director*
Michael Rastovich, *chief engineer*
Dean Mitchell, *news & sports director*

Services: News AP. Live studios, number 1, number live cameras 1. Remote equipment: available, number remote cameras 2.

Film & ID: 1 film projector; 2x2 slide projectors. Film should be sent to Bill Moody. Film required 24 hrs. before telecast; slides 24 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network.

Rates: Sold only in combination with KIMA-TV.

Seattle-Tacoma: KING-TV

Ch. 5. Owned by King Broadcasting Co. Address: 320 Aurora. Zone 9. Seattle Phone: MUtual 3555. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Antenna: 570' above ground, 1,000' above sea level. Networks: ABC-TV (prim.). Am station KING. Began operating November 25, 1948. Interconnected.

Representatives: National Blair-Tv, Washington attorneys Haley, Wollenberg & Kenehan.

Stockholders: Mrs. A. Scott Bullitt, *principal stockholder.*

Executives:
Dorothy S. Bullitt, *president*
Henry B. Owen, *executive vice president*
Otto P. Brandt, *vice president & general manager*
Al P. Hunter, *commercial manager*
Lee Schulman, *director of programming*
J. L. Middlebrooks, *director of engineering*
Charles Herring, *news director*
Gloria Chandler, *public service director*
Elizabeth Wright Evans, *education director*
Bill O'Mara, *sports director*
Mel Anderson, *promotion & publicity director*

Services: News UP, INS. Live studios, number 2, size of largest 60' x 60', number live cameras 6. Remote equipment: remote truck, number remote cameras 6 (max.).

Film & ID: 2 16 mm b&w Eastman film projectors; 1 16 mm Eastman continuous motion color projector; 2 2x2 selectroslide; 1 GE b&w Balop; 1 2x2 GE color scanner. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network, film, slides.

Rates: Class A one hour live $1,150, film $900. Minute spot live $230, film $200. ID rate $100. Affiliated with KGW-TV Portland, Ore.

Seattle-Tacoma: KOMO-TV

Ch. 4. Owned by Fisher's Television Co. Address: 100—4th Ave. N. Zone 9, Seattle. Phone: SE 6000. Authorized eff. rad. pow.: visual 100 kw, aural 50.1 kw. Operating pow: visual 100 kw, aural 50.1 kw. Antenna: 550' above ground, 1,006' above sea level. Networks: NBC-TV (prim.). Am station KOMO. Began operating December 10, 1953. Interconnected.

Representatives: National NBC Spot Sales, Washington attorneys Fisher, Wayland, Duvall & Southmayd, consulting engineers A. D. Ring & Assoc.

Stockholders: Fisher's Blend Station Inc. (66.66%); Gamble Enterprises Inc. (30%); C. Howard Lane (3.33%).

Executives:
O. D. Fisher, *president*
W. W. Warren, *executive vice president & general manager*
Bill Hubbach, *sales manager*
Paul R. Swimelar, *local sales manager*
Dave Crockett, *manager of programming, radio & television*
Tom Rogstad, *program manager*
C. E. Miller, *chief engineer*
Maitland Jordan, *national sales manager*
Herb Robinson, *news editor*
Keith Jackson, *assistant news editor*
Bill Moshier, *farm editor*
Bob Ryan, *sales promotion & development manager*

Services: News UP. Live studios, number 3, size of largest 47' x 57', number live cameras 4 b&w, 2 color. Remote equipment: remote truck equipped to handle camera chains and audio microwave relay link, number remote cameras 2.

Film & ID: 2 Eastman 16 mm, 1 RCA TP-6 BC film projectors; 1 GE Baloptican; 1 RCA color opaque pickup, 1 color TP-3; 2 RCA slide projectors. Film should be sent to Mrs. Arden Skoog, Film Department. Film required 72 hrs. before telecast; slides 72 hrs. Film editing services; 16 mm film handled.

Color Equipment: network, live, film slides.

Rates: Class AA one hour live $250 plus, film $1,125. Minute spot live $30 plus, film $230. ID rate $115. Color rates: announcements, film slides $1 plus. Live $5 plus.

Seattle-Tacoma: KTNT-TV

Ch. 11. Owned by Tribune Publishing Co. Address: 137 Dexter Ave., Seattle; S. 11th & Grant, Tacoma. Zone 5. Phone: FUlton 3-2561 Tacoma. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow: visual 316 kw, aural 158 kw. Antenna: 580' above ground, 1,000' above sea level. Am station KTNT. Began operating February 22, 1953.

Representatives: National Weed Television Corp., Washington attorneys Dow, Lohnes & Albertson, consulting engineers Alvin H. Barnard (Portland, Ore.).

Stockholders: Same as *Tacoma News-Tribune,* Frank S. Baker, *president & publisher.* Alton F. Baker who owns 12.46 of Tribune Publishing Co. also owns Eugene (Ore.) Register-Guard.

Executives:
Larry Carino, *manager & director of sales*
Max Bice, *assistant manager, director of engineering*
Len Higgins, *director of industry relations*

Services: News AP Fax, UP Newsreel. Live studios, number 3 (1 in Seattle), size of largest 60' x 100', number live cameras 6. Remote equipment: remote truck, number remote cameras 4.

Film & ID: 2x2 slide projector, essential area is $\frac{5}{8}$ x $\frac{29}{32}$. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Complete film editing services; still & movie processing, negative or reversal.

Color Equipment: network.

Rates: Class AA one hour live $1,000, film $900. Minute spot live $220, film $205. ID rate $102.50.

Seattle-Tacoma: KTVW

Ch. 13. Owned by J. Elroy McCaw. Address: 230 8th Ave., N. Seattle; Zone 9; 5544 N. 35th St., Tacoma. Zone 7. Phone: SEneca 3113 Seattle; SKyline 2-3544 Tacoma. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow: visual 100 kw, aural 50 kw. Antenna: 533' above ground, 950' above sea level. Began operating September 22, 1954.

Representatives: National George P. Hollingbery Co., Washington attorneys Bingham, Collins, Porter & Kistler, consulting engineers Page, Creutz, Steel & Waldschmitt.

Stockholders: J. Elroy McCaw (100%).

Executives:
J. Elroy McCaw, *owner*
James J. Hawkins, *general manager*

William E. Greene, *assistant sales manager*
Cy Flory, *operations director*
Tom Towey, *program director*
Charles Morris, *chief engineer*
Howard C. Perkin, *film director*
Boyd Curtis, *sales service manager*
John Jarstad, *director of sports & special events*
Frank G. LeCocq & Assoc., *promotion & publicity*

Services: Live studios, number 2, size of largest 60' x 80', number live cameras 3. Remote equipment: complete mobile unit, number remote cameras 2.

Film & ID: 2 16 mm film projectors; 2 35 mm Selectroslide projectors. Film should be sent to Howard C. Perkin. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs.

Rates: Class A one hour live $530, film $425. Minute spot live $106, film $85. ID rate $42.50.

Spokane: KHQ-TV

Ch. 6. Owned by Spokane Chronicle Co. Address: Radio Central Bldg., Sprague & Post. Zone 4. Phone: MAdison 4-5131. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow: visual 100 kw, aural 50 kw. Antenna: 826' above ground, 3,143' above sea level. Networks: NBC-TV (prim.). Am station KHQ. Began operating December 20, 1952. Interconnected.

Representatives: National The Katz Agency Inc., Washington attorneys Kirkland, Fleming, Green, Martin & Ellis, consulting engineer George C. Davis.

Stockholders: Spokane Chronicle Co. (100%).

Executives:
R. O. Dunning, *president & general manager*
J. B. Blair, *commercial manager*
John Fahey, *program director*
Dee Waymire, *chief engineer*
Patrick J. Cullen, *news director*
Tom Templeton, *farm director*
Rex R. Gerlach, *promotion manager*
M. O. Fritsch, *assistant secretary & treasurer*

Services: News AP. Live studios, number 2, size of largest 40' x 60', number live cameras 2 b&w, 2 color. Remote equipment: remote truck & associated equipment, number remote cameras 2 b&w or 2 color.

Film & ID: 3 16 mm (2 GE & 1 RCA color) film projectors; 4 35 mm slide projectors (2 Selectroslides, 2 RCA), copy area 1¼ x 15/16. Film should be sent to commercial film-Operations Desk, Radio Central Bldg.; program film-Film Dept. S. 4102 Regal St. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; darkroom facilities, 200' of film at a time processed, 16 mm.

Color Equipment: network, live, film, slides.

Rates: Class A one hour live*, film $550. Minute spot live*, film $137.50. ID rate $68.75. *Live commercials are available without extra charge at most hours of the telecast day when no extensive memorization or rehearsal is required and provided client accepts announcer assigned by the station.

Spokane: KREM-TV

Ch. 2. Owned by KING Broadcasting Co. Address: 4103 S. Regal. Zone 71. Phone: KE 4-0466. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow: visual 23.2 kw, aural 12.6 kw. Antenna: 747' above ground, 3,072' above sea level. Networks: ABC-TV (prim.). Am station KREM. Began operating October 31, 1954. Interconnected.

Representatives: National Edward Petry & Co. Inc., Washington attorneys Arnold, Fortas & Porter, consulting engineers A. Earl Cullum Jr.

Stockholders: KING Broadcasting Co. Mrs. A. Scott Bullitt, *principal stockholder.*

Executives:
Robert H. Temple, *general manager*
Walter J. Schaar, *program director*
Hommer W. Mead, *chief engineer*
Richard Hoover, *news director*

Services: News AP. Live studios, number 2, size of largest 65' x 45', number live cameras 2. Remote equipment: number remote cameras 2.

Film & ID: 4 16 mm film projectors; flying spot scanner; 2 slide projectors, 2x2 tape mounted (metal not accepted). Film should be sent to Hughie Tanner, *Film Editor.* Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Complete film editing services; 16 mm film handled.

Color Equipment: network, film, slides.

Rates: Class AA one hour live $600, film $600. Minute spot live $120, film $120. ID rate $60.

Spokane: KXLY-TV

Ch. 4. Owned Northern Pacific Television Corp. Address: 315 W. Sprague Ave. Phone: MAdison 4291. Authorized eff. rad. pow.: visual 48 kw, aural 26.9 kw. Operating pow.: visual 48 kw, aural 26.9 kw. Antenna: 162' above ground, 6,030' above sea level. Networks: CBS-TV. Am station KXLY. Began operating February 22, 1953.

Representatives: National Avery-Knodel, Washington attorneys, Wheeler & Wheeler, consulting engineers George P. Adair.

Stockholders: Norman Eisenstein (45%); Joseph Harris (45%); Richard E. Jones (10%).

Executives:
Richard E. Jones, *vice president, general manager & film buyer*
James Agostino, *sales manager*
Gene Roth, *program director*
Dave Green, *chief engineer*

Services: Studios, number 1, size of largest 50' x 60', number live cameras 2 RCA camera chains. Remote equipment: 2 RCA and GE mobile microwave units.

Film & ID: 2 RCA film cameras; 2 RCA film projectors; 2 slide projectors; Sterling Multiscope opaque projector. 1 TSC rear screen projector.

Rates: Class A one hour film $600. Minute spot film $130. ID rate $65.

Tacoma-Seattle: KTNT-TV (See Seattle-Tacoma)

Tacoma-Seattle: KTVW (See Seattle-Tacoma)

Yakima: KIMA-TV

Ch. 29. Owned by Cascade Broadcasting Co. Address: Box 702. Phone: GLencourt 29-111. Authorized eff. rad. pow.: visual 192 kw, aural 115.2 kw. Antenna: 166' above ground, 2,166' above sea level. Networks: CBS-TV (prim.), NBC-TV, ABC-TV. Am station KIMA. Began operating July 19, 1953. Interconnected.

Representatives: National Weed Television Corp., regional Art Moore & Assoc., Washington attorneys Prince, Taylor & Crampton, consulting engineers Frank H. McIntosh & Assoc.

Stockholders: A. W. Talbot, *president* (72.5%); Thomas C. Bostic, *vice president* (16½%); Frank E. Mitchell, *treasurer* (.5%); J. D. Rolfe, *secretary* (.5%); Ralph Sundquist, *director* (8%); J. Barry Watkinson, *director* (.5%); Mel Burrill (.5%); Cascade operates satellites KEPR-TV Pasco, KLEW-TV Lewiston, Idaho & KBAS-TV Ephrata, Wash.

Executives:
A. W. Talbot, *president*
Tom Bostic, *vice president & general manager*
H. R. Cary, *commercial manager*
Jim Nolan, *program director*
J. B. Watkinson, *chief engineer*
John Knievel, *news director*

Services: News AP, CBS Newsfilm. Live studios, number 3, size of largest 30' x 50', number live cameras 4. Remote equipment: complete mobile truck, number remote cameras 2.

Film & ID: 2 16 mm film projectors; 2 Selectroslide slide projectors. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs. Composite film processing unit, news.

Rates: Class A one hour live $500, film $450. Minute spot live $110, film $100. ID rate $50.

WEST VIRGINIA

Bluefield: WHIS-TV

Ch. 6. Owned by Daily Telegraph Printing Co. Address: Bland & Ramsey Sts. Phone: DAvenport 7-7115. Authorized eff. rad. pow.: visual 50 kw, aural 28.8 kw. Operating pow: visual 50 kw, aural 28.8 kw. Antenna: 185' above ground, 3,837' above sea level. Networks: NBC-TV (prim.), ABC-TV. Am station WHIS. Began operating September 22, 1955. Interconnected.

Representatives: National The Katz Agency Inc., Washington attorneys Dow, Lohnes & Albertson, consulting engineer John H. Mullaney.

Stockholders: Hugh I. Shott Jr., *president* (52.8%)—holds 23.6%, is executor of Hugh I. Shott Sr. estate holding 29.2%; Ned Shott, *vice president* (.12%); Jim H. Shott estate (23.5%); Mrs. Lillian S. Brandt (23.4%); Mrs. B. L. Early (.24%).

Executives:
H. I. Shott Jr., *president*
Ned Shott, *vice president*
P. T. Flanagan, *administrative director*
John C. Shott, *station manager*
O. C. Young, *program director*
Paul Osborn, *chief engineer*
Mel Barnett, *news director*
Jackie Oblinger, *women's director*
Bill Hickok, *sports director*
Elvin Feltner, *production director*

Services: News AP wire & facsimile. Live studios, number 3, size of largest 40' x 40', number live cameras 2.

Film & ID: 2 RCA 16 mm film projectors; 1 2x2 slide projector. Film should be sent to Film Department. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72

hrs. Film editing services; 16 mm film processing.

Color Equipment: network.

Rates: Class A one hour live $270, film $240. Minute spot live $68, film $60. ID rate $30.

Charleston: WCHS-TV

Ch. 8. Owned by WCHS-TV Inc. Address: 1111 Virginia St. E. Zone 24. Phone: DIckens 6-5358. Authorized eff. rad. pow.: visual 158 kw, aural 94 kw. Operating pow.: visual 158 kw, aural 94 kw. Antenna: 999′ above ground, 2,049′ above sea level. Networks: CBS-TV (prim.). Am station WCHS. Began operating August 16, 1954.

Representatives: National The Branham Co., Washington attorneys Dow, Lohnes & Albertson, consulting engineers Weldon & Carr.

Stockholders: Tierney Co.-WCHS (100%); WCHS-TV officers: Hawthorne D. Battle, *president & voting trustee;* George L. Kallam, *treasurer.*

Executives:
Hawthorne D. Battle, *president*
John T. Gelder Jr., *vice president & general manager*
John L. Sinclair Jr., *sales manager*
Morton S. Cohn, *program director*
Frank Annand, *production manager*
Bruce Johns, *promotion & publicity director*
Bob Boaz, *news director*
William E. Dixon, *chief engineer*
Harry Brawley, *education & public affairs director*

Color Equipment: network, film, slides.

Rates: Class AA one hour film $650. Minute spot film $175. ID rate $87.50.

Charleston: WHTN-TV (See Huntington)

Charleston: WSAZ-TV (See Huntington)

Clarksburg: WBOY-TV

Ch. 12. Owned by WSTV Inc. Address: Robinson-Grand Theatre Bldg. Phone: MAin 4-7573. Authorized eff. rad. pow.: visual 278 kw, aural 139 kw. Operating pow: visual 278 kw, aural 139 kw. Antenna: 420′ above ground, 1,920′ above sea level. Networks: NBC-TV (prim.), ABC-TV. Am station WBOY. Began operating November 10, 1957. Interconnected.

Representatives: National Avery-Knodel Inc., regional Rod Gibson & Fred Weber (New York), Washington attorneys Cohn & Marks, consulting engineer George C. Davis.

Stockholders: WSTV Inc. (100%). See WSTV-TV Steubenville, O.

Executives:
Jack N. Berkman, *president*
George H. Clinton, *general manager & commercial manager*
Peter Lyman, *program & news director*
V. G. Brooks, *chief engineer*
Carl Loose, *promotion & merchandise manager*
Walt Schrader, *sports director*
Rex King, *regional sales manager*

Services: News AP. Live studios, number 1, size of largest 39′ x 60′, number live cameras 2.

Film & ID: 2 16 mm film projectors; 1 dual 2x2 slide projector. Film should be sent to Peter Lyman. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services; 16 mm film handled.

Color Equipment: network.

Rates: Class A one hour live $325, film $250. Minute spot live $65, film $50. ID rate $25.

Fairmont: WJPB-TV

Ch. 35. Owned by WJPB-TV Inc. owned by Beacom Broadcasting Enterprises. Address: Broadcast House, 400 Quincy St. Zone 2. Phone: FAirmont 8000. Authorized eff. rad. pow.: visual 50 kw, aural 25 kw. Operating pow: visual 44 kw, aural 22 kw. Antenna: 190′ above ground, 1,330′ above sea level. Networks: NBC-TV (prim.), ABC-TV. Am station WVVW. Began operating March 1954. Interconnected by own microwave relay.

Representatives: National Gill-Perna Inc., Washington attorneys Roberts & McInnis, consulting engineers A. D. Ring & Assoc.

Stockholders: J. Patrick Beacom (100%).

Executives:
J. Patrick Beacom, *president & general manager*
Numa Fabre Jr., *managing director of television*
H. W. Critchlow, *commercial manager*
Robert Frazier, *program & news director*
Joseph Strelauski, *chief engineer*
Emily May Peed, *women's director*
J. J. McLinden Jr., *sports director*
Phil Braken, *film director*

Services: News UP, AP. Live studios, number 1, size of largest 25′ x 30′, number live cameras 1. Remote equipment: available, number remote cameras 1 Videcon RCA.

Film & ID: 2 RCA 16 mm film projectors; 2x2 slide projectors. Film should be sent to Phil Braken, *Film Director.* Film required 24 hrs. before telecast; slides 24 hrs., artwork 24 hrs.

Color Equipment: network.

Rates: Class A one hour live $150 plus talent, film $150. Minute spot live $30 plus talent, film $30. ID rate $20.

Huntington: WCHS-TV (See Charleston)

Huntington-Charleston: WHTN-TV

Ch. 13. Owned by Cowles Broadcasting Co. Address: 625 Fourth Ave. Phone: JA 5-7661. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow: visual 316 kw, aural 158 kw. Antenna: 844′ above ground, 1,784′ above sea level. Networks: ABC-TV (prim.). Am station WHTN. Began operating October 3, 1955. Interconnected.

Representatives: National Edward Petry & Co. Inc., Washington attorneys Segal, Smith & Hennessey, consulting engineers Lohnes & Culver.

Stockholders: Cowles Broadcasting Co. (100%). Same as *Des Moines Register & Tribune.*

Executives:
Luther L. Hill, *president*
Robert R. Tincher, *vice president & general manager*
O. W. Myers, *national sales manager*
George Miller, *commercial manager*
Norman Bacon, *program director*
Wayne Boyd, *business manager*
Charles Prohaska, *technical director*
Audrey Rose, *traffic*
Charles Dinkins, *merchandising & promotion director*
Robert Willis, *publicity director*
Harold Sturm, *chief engineer*
Ray Stewart, *public affairs director*
Dick Hite, *film director*

Services: News UP, Unifax. Live studios, number 3, size of largest 75′ x 85′, number live cameras 2.

Film & ID: 2 RCA TP 16-F 16 mm film projectors; 1 2x2 Telejector; 1 4x5 Telop. Film should be sent to Operations Desk. Slides required 24 hrs. before telecast; artwork 24 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $600, film $600. Minute spot live $130, film $130. ID rate $65.

Huntington-Charleston: WSAZ-TV

Ch. 3. Owned by WSAZ Inc. Address: 201 Ninth St. Zone 18. Phone: JA 9-4127. Authorized eff. rad. pow.: visual 46.8 kw, aural 23.4 kw. Operating pow: visual 46.8 kw, aural 23.4 kw. Antenna: 1,069′ above ground, 2,049′ above sea level Networks: NBC-TV (prim.). Am stations WSAZ Huntington, WKAZ Charleston. Began operating October 14, 1949. Interconnected.

Representatives: National The Katz Agency Inc., Washington attorneys Cohn & Marks.

Stockholders: Huntington Publishing Co. (89%); Mrs. Eugene Katz, New York (11%).

Executives:
L. H. Rogers II, *president & general manager*
Leroy E. Kilpatrick, *vice president & operations manager*
C. Tom Garten, *commercial manager*
James H. Ferguson, *program director*
John P. Clay, *chief engineer*
George Greenwood, *promotion director*
Nick A. Basso, *news director*
Jack Williams, *merchandising manner*
William D. Click, *farm director*
James Thacker, *sports director*
Robert E. White, *tv sales manager*
William R. Murray, *Charleston manager*

Services: News AP, radio wires W. Va., Ohio, Ky., AP photo facsimile. Live studios, number 2 Huntington, 1 Charleston, size of largest 40′ x 60′, number live cameras 4 b&w, 1 studio color. Remote equipment: complete mobile unit, number remote cameras 2.

Film & ID: 4 16 mm film projectors; 2 Gray automatic, 1 Selectro-slide projector, 2x2 tape mounted only, safety field $^{29}/_{32}$x$^{15}/_{16}$. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 5 days. Film editing services; 16 mm film processing.

Color Equipment: network, live, film, slides. 3-color film chain, with 2 projectors.

Rates: Class AA one hour film $1,000. Minute spot film $180. ID rate $90.

Oak Hill: WOAY-TV

Ch. 4. Owned by Robert R. Thomas Jr. Address: Box 251. Phone: HObart 9-3361. Authorized eff. rad. pow.: visual 100 kw, aural 69.2 kw. Operating pow: visual 100 kw, aural 69.2 kw. Antenna: 688′ above ground, 2,683′ above sea level. Networks: ABC-TV (prim.). Am & fm stations WOAY. Began operating December 3, 1954.

Representatives: National John E. Pearson Television Inc., Washington attorneys Barnes & Neilson, consulting engineers Robert M. Silliman.

Stockholders: Robert R. Thomas Jr. (100%).

Executives:
Robert R. Thomas Jr., *president & general manager*
Robert Brown, *station manager & sales manager*
Charles Coleman, *program director*
Curtis Horton, *chief engineer*

Rates: *Class* A one hour live $240, film $200. Minute spot live $45, film $40. ID rate $20.

Parkersburg: WTAP

Ch. 15. Owned by Zanesville Publishing Co. Address: 121 West 7th St. Phone: HUdson 5-4589. Authorized eff. rad. pow.: visual 19.5 kw, aural 9.45 kw. Operating pow.: visual 19.5 kw, aural 9.45 kw. Antenna: 450′ above ground, 1,350′ above sea level. Networks: NBC-TV (prim.), CBS-TV, ABC-TV. Am station WHIZ Zanesville. Began operating November 11, 1953. Interconnected.

Representatives: National John E. Pearson Television Inc., Washington attorney Robert F. Jones, consulting engineers Lohnes & Culver.

Stockholders: Zanesville Publishing Co. (100%). (See WHIZ-TV Zanesville, Ohio for details.)

Executives:
Clay Littick, *president*
Allan Land, *general manager*
Milton F. Komito, *station manager*
Charles K. Bloomquist, *program director*
William Hunt Sr., *chief engineer*
Ed Fisher, *film buyer* (WHIZ-TV)

Services: News UP, AP Photofax. Live studios, number 1, size of largest 50′ x 50′, number live cameras 1. Remote equipment: 1 16 mm bolex film camera.

Film & ID: 2 16 mm film projectors; 1 2x2 Gray slide projector, 27/32x1⅛. Film should be sent to John Drum. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $150, film $150. Minute spot live $25, film $25. ID rate $12.50.

Wheeling: WTRF-TV

Ch. 7. Owned by Tri-City Broadcasting Co. Address: 1329 Market St. Phone: CEdar 2-7777. Authorized eff. rad. pow.: visual 316 kw, aural 180 kw. Operating pow.: visual 316 kw, aural 180 kw. Antenna: 358′ above ground, 1,643′ above sea level. Networks: NBC-TV (prim.), ABC-TV. Began operating October 1953. Interconnected.

Representatives: National George P. Hollingbery Co., Washington attorneys Barnes & Neilson, consulting engineer John A. Moffet.

Stockholders: Thomas M. Bloch, president (6.7%); Robert W. Ferguson, vice president (6%); Albert V. Dix, vice president (22.6%); Gordon C. Dix, secretary-treasurer (7.3%); News Publishing Co. (30%); Betty Bloch Harris (6.7%); Jesse A. Bloch estate (16.7%). Thomas M. Bloch & Betty Bloch Harris: co-executors.

Executives:
Thomas M. Bloch, *president*
Robert W. Ferguson, *executive vice president & general manager*
H. Needham Smith, *sales manager*
Gary Vorhees, *program director*
Howard Daubenmeyer, *chief engineer*
Greg Van Camp, *promotion director*
George Diab, *news director & sports director*
Wesley Manley, *farm director*
Cyril Ackermann, *regional sales manager*
Kirk Jackson, *merchandising director*
Fred Baker, *assistant chief engineer*
Don Murdock, *continuity director*
Bill Ney, *film manager*
Robert McFarland, *studio & control technical supervisor*
Edwin Johnston, *production manager*

Services: News UP, Facsimile, Movietone News. Live studios, number 1, size of largest 40′ x 60′, number live cameras 2. Remote equipment: sync, generator, number remote cameras 2 chains.

Film & ID: 2 16 mm RCA TP-6 film projectors; 1 Gray Telejector. Film should be sent to Bill Ney. Film required 48 hrs. before telecast; slides 24 hrs., artwork 24 hrs. Film editing services, Morse-Du Pont 931, 16 mm.

Color Equipment: network.

Rates: Class A one hour live $720, film $600. Minute spot live $144, film $120. ID rate $50.

WISCONSIN

Eau Claire: WEAU-TV

Ch. 13. Owned by Central Broadcasting Co. Address: 2415 S. Hastings Way. Phone: TEmple 2-3474. Authorized eff. rad. pow.: visual 310 kw, aural 155 kw. Operating pow: visual 310 kw, aural 155 kw. Antenna: 958′ above ground, 1,847′ above sea level. Networks: NBC-TV (prim.), ABC-TV, CBS-TV. Am & fm stations WEAU. Began operating December 1953. Interconnected.

Representatives: National George P. Hollingbery Co., regional Wm. Hurley (Minneapolis), Washington attorneys Scharfeld & Baron.

Stockholders: Elizabeth B. Murphy (40%); Eau Claire Press Co. (24⅓%); W. C. Bridges, *president* (18⅔%); M. B. Atkinson, *vice president* (⅔%); Morgan Murphy, *secretary-treasurer* (14⅓%); Frances H. Lavine (2%).

Executives:
Walter C. Bridges, *president*
Leo Howard, *general manager*
Wayne F. McNulty, *assistant manager*
T. O. Jorgenson, *chief engineer*

Services: News UP Fax, UP wire, INS Telephoto. Live studios, number 1, size of largest 34′ x 46′, number live cameras 2. Remote equipment: available.

Film & ID: 2 16 mm film projectors; 2x2 standard slide projectors. Balops 3¼ x 4. Film should be sent to Wayne F. McNulty. Film required 24 hrs. before telecast; slides 24 hrs., artwork 24 hrs.

Color Equipment: network.

Rates: Class A one hour live $390, film $300. Minute spot live $78, film $60. ID rate $30.

Green Bay: WBAY-TV

Ch. 2. Owned by Norbertine Fathers. Address: 115 S. Jefferson St. Phone: HEmlock 2-3331. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Antenna: 750′ above ground, 1,650′ above sea level. Networks: CBS-TV (prim.). Am station WBAY. Began operating March 17, 1953.

Representatives: National Weed Television Corp., regional Harry S. Hyett (Minneapolis); W. E. McClenahan (Milwaukee-Madison), Washington attorneys Hogan & Hartson, consulting engineer George C. Davis.

Stockholders: Norbertine Fathers (St. Norbert College); Rev. S. M. Killeen, *president.*

Executives:
Haydn R. Evans, *general manager*
Robert C. Nelson, *sales manager*
Don Bergner, *film director*
Bob Parker, *farm director*
Robert M. Meister, *promotion manager*

Rates: Class A one hour $400. Minute spot $80. ID rate $40.

Green Bay: WFRV-TV

Ch. 5. Owned by Valley Telecasting Co. Address: Mason & Roosevelt Sts. Phone: HEmlock 7-5411. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow: visual 100 kw, aural 50 kw. Antenna: 999′ above ground, 1,916′ above sea level. Networks: ABC-TV (prim.), CBS-TV. Began operating June 1, 1955. Interconnected.

Representatives: National Headley-Reed Tv, Washington attorneys McKenna & Wilkinson.

Stockholders: Clayton Ewing, George Nau Burridge, F. J. Lenfesty, James P. Buchanan, George E. Bills, S. N. Pickard (control 53.857%); 14 others with not more than 4.5% each.

Executives:
Clayton Ewing, *president*
Soren H. Munkhof, *executive vice president & general manager*
W. C. Porsow, *merchandising & promotion manager*
Elden Anspach, *program director*
Ward O. Gage, *national sales manager*
Harry Hill, *chief engineer*
Jack Gennaro, *regional sales manager*

Services: News UP. Live studios, number 3, size of largest 42′ x 62′, number live cameras 3. Remote equipment: available, number remote cameras 2.

Film & ID: 3 16 mm film projectors; slide projectors, 2x2 slides, tape mounted preferred, safe copy area 23/32 x 15/16. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork if processed locally, 1 wk., otherwise 72 hrs.

Color Equipment: network.

Rates: Class A one hour live $400, film $400. Minute spot live $80, film $80. ID rate $40.

Green Bay: WMBV (See Marinette)

La Crosse: WKBT

Ch. 8. Owned by WKBH Television Inc. Address: 141 S. 6th St. Phone: 2-4678. Authorized eff. rad. pow.: visual 251 kw, aural 126 kw. Operating pow: visual 251 kw, aural 126 kw. Antenna: 578′ above ground, 1,746′ above sea level. Networks: CBS-TV (prim.), NBC-TV, ABC-TV. Am station WKBH. Began operating August 1, 1954. Interconnected.

Representatives: National H-R Television

Inc., Washington attorneys Dow, Lohnes & Albertson, consulting engineers Jansky & Bailey.

Stockholders: La Crosse Tribune (27.5%); Howard Dahl (21%); Kenneth Dahl (9.6%); Catherine Dahl Wood and Dorothy Dahl Martineau (9.2%) each; W. T. Burgess (10%); following each owning 2%: Charles D. Gellatt, Allan Schilling, Ray Ping, Runge Sletten, Orval Nelson; following each owning 1%: Fred Ristow, E. L. Burgess, Ed Keefe; R. L. Bangsberg (.5%).

Executives:
Howard Dahl, *general manager*
Robert Morrison, *commercial manager*
Ray Skaran, *program director*
Al Leeman, *chief engineer*

Rates: Class AA one hour $360. Minute spot $72. ID rate $36.

Madison: WISC-TV

Ch. 3. Owned by Radio Wisconsin Inc. Address: Hammersly Rd. at West Belt Line. Phone: ALpine 7-2588. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Antenna: 706′ above ground, 1,826′ above sea level. Networks: CBS-TV (prim.). Am & fm stations WISC. Began operating June 24, 1956.

Representatives: National Peters, Griffin, Woodward Inc., Washington attorneys Scharfeld & Baron.

Stockholders: Evening Telegraph Co. (34.8%); Ralph M. Immell, *president* (17.5%); Russell A. Nelson, *vice president* (5%); Ralph R. O'Connor, *secretary* (5%); H. Kenneth Harley, *treasurer* (5%); Morgan Murphy (15.2%); George H. Johnson (5%); Harry Sauthoff (12.5%). Evening Telegraph Co., owned by Mr. Murphy, publishes Superior Evening Telegram. For other Murphy interests see WEAU-TV Eau Claire, Wis.

Executives:
Ralph O'Connor, *general manager*
Richard S. Nickeson, *sales manager*
Richard P. Kepler, *operations manager*
Walter Hariu, *chief engineer*

Rates: Class AA one hour $550. Minute spot $110. ID rate $55.

Madison: WKOW-TV

Ch. 27. Owned by Monona Broadcasting Co. Address: 215 West Washington Ave. Zone 3. Phone: Business office: AL 7-2261. Studios: CE 3-5329. Authorized eff. rad. pow.: visual 200 kw, aural 87 kw. Operating pow.: visual 200 kw, aural 87 kw. Antenna: 597′ above ground, 1,677′ above sea level. Networks: ABC-TV (prim.). Am station WKOW. Began operating July 7, 1953. Interconnected.

Representatives: National Headley-Reed Tv, regional W. E. McClenahan Co. (Milwaukee), consulting engineers Walter F. Kean.

Stockholders: Stewart Watson, *president* (12%); E. B. Rundell, *vice president* (8.7%); George W. Icke, *vice president* (6%); E. C. Severson, *treasurer* (11%); B. W. Hulskamp, *secretary* (8%); Otto Sanders (6.1%); Theodore J. Pankow (6%); J. Raiman Feldman (5.4%); several others, each owning less than 5%.

Executives:
Stewart Watson, *president*
Ben F. Hovel, *general manager*
Clark Hogan, *program director*
Cloren Smith, *chief engineer*
Roy Gumtow, *farm director*
Luella Mortenson, *women's director*
John Schermerhorn, *sports director*
Bill Harman, *film director*

Services: News UP. Live studios, number 2, size of largest 32′ x 52′, number live cameras 2.

Film & ID: 2 16 mm film projectors; 1 projectall slide projector, 3x4 opaques, 2x2 slides. Film should be sent to Bill Harman. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $280, film $280. Minute spot live $56, film $56. ID rate $28.

Madison: WMTV

Ch. 33. Owned by WMTV Inc. Address: W. Beltline Highway. Phone: CEdar 3-5381. Authorized eff. rad. pow.: visual 206 kw, aural 112 kw. Operating pow: visual 206 kw, aural 112 kw. Antenna: 594′ above ground, 1,679′ above sea level. Networks: NBC-TV (prim.). Began operating July 19, 1953. Interconnected.

Representatives: National Young Television Corp., regional Harry Hyett (Minneapolis-St. Paul).

Stockholders: Mitchell Wolfson, *president* (12.5%); Sidney Meyer, *vice president* (12.5%); Lee Ruwitch, *secretary-treasurer* (25%); WTVJ Inc. (25%); WMAY Springfield, Ill., Gordon Sherman, *president* (25%). Mitchell Wolfson is principal owner of WTVJ Miami.

Executives:
Mitchell Wolfson, *president* (WTVJ *Miami*)
Lee Ruwitch, *vice president* (WTVJ *Miami*)
Peter P. Theg, *general manager*
Donald E. Hopke, *program director*
Wanda Montz, *promotion manager*
L. Stanley Sadler, *chief engineer*
Jerry Harper, *news director*
Beverly Stark, *women's director*
Bill Lister, *sports director*

Services: News UP, INS. Live studios, number 1, number live cameras 2. Remote equipment: available.

Film & ID: 2 16 mm film projectors; 1 35 mm slide projector. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 24 hrs., artwork 1 wk. Film editing services; con plete facilities, 16 mm film handled.

Color Equipment: network.

Rates: Class A one hour live $168, film $168. Minute spot live $33.60, film $33.60. ID rate $16.80.

Marinette: WMBV-TV

Ch. 11. Owned by M & M Broadcasting Co. Address: Radio-Tv Park. Phone: RE 5-6631. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 234 kw, aural 117 kw. Antenna: 825′ above ground, 1,402′ above sea level. Networks: NBC-TV (prim.). Am station WMAM. Began operating September 10, 1954.

Representatives: National Venard, Rintoul & McConnell, Washington attorneys Fisher, Wayland, Duvall & Southmayd, consulting engineers A. D. Ring & Assoc.

Stockholders: *Superior Evening Telegram* (55%); William E. Walker (5%); Joseph D. Mackin (5%); Mr. & Mrs. John F. Stang (15%); Mr. and Mrs. Charles Goldberg (15%).

Executives:
William E. Walker, *president*
Joseph D. Mackin, *general manager*
C. O. Gray Jr., *commercial manager*
Pat Kehoe, *program director*
Alister Alexander, *chief engineer*
Bill Liegeois, *news & sports director*
John Burke, *farm director*
Dorothy Jernquist, *women's director*
Charles K. Dietsch, *Green Bay manager*
Yvonne Fronsee, *promotion manager*

Services: News UP. Live studios, number 2, size of largest 50′ x 40′, number live cameras 2 at Green Bay, 1 at Marinette.

Film & ID: 3 16 mm film projectors; 2 slide projectors, 2x2 tape or metal bound, safe area 15/16 x 15/16. Film should be sent to Addley Gray. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; negative film only handled.

Color Equipment: network.

Rates: Class A one hour live $300*, film $300. Minute spot live $60*, film $60. ID rate $30. *Time charge only—additional charges for use of live cameras available upon request.

Milwaukee: WISN-TV

Ch. 12. Owned by The Hearst Corp. Address: 759 N. 19th St. Zone 3. Phone: DIvision 2-3000. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow: visual 316 kw, aural 158 kw. Antenna: 1,105′ above ground, 1,735′ above sea level. Networks: ABC-TV (prim.). Am station WISN. Began operating October 27, 1954.

Representatives: National Edward Petry & Co., Washington attorneys Dempsey & Koplovitz, consulting engineer A. Earl Cullum Jr.

Stockholders: The Hearst Corp. (100%). C. B. McCabe, *executive director.*

Executives:
John B. Soell, *vice president, general manager*
R. E. "Dick" Shireman, *local sales manager*
Baylen H. Smith, *program director*
Lionel Wittenberg, *chief engineer*
Don O'Connor, *news director*
Jim VandeVelde, *production director*
Arthur H. Barnes, *promotion-publicity director*
Carl Vogt, *merchandisnig director*
Joseph Sergio, *business manager*

Services: News AP radio wire, UP Facsimile, UP radio wire, INS, local newsreel. Live studios, motion picture crew, number 2, size of largest 60′ x 40′, number live cameras 5. Remote equipment: remote truck, number remote cameras 2.

Film & ID: 4 16 mm film projectors; 3 slide projectors, 2x2 tape mounted, 2x2 glass slides. Film should be sent to Ann Fitzsimmons. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs.

Rates: Class A one hour live $1,000, film on request. Minute spot film $240. ID rate $100.

Milwaukee-Whitefish Bay: WITI-TV

Ch. 6. Owned by Independent Television Inc. Address: Box 641. Zone 1. Phone: FLagstone 2-6600. Authorized eff. rad. pow.: visual 100 kw, aural 64 kw. Operating pow.: visual 100 kw, aural 64 kw. Antenna: 1,046′ above ground, 1,746′ above sea level. Began operating May 21, 1956.

Representatives: National The Branham

Co., Washington attorneys Roberts & McInnis.

Stockholders: Jack Kahn (38.02%); Sol J. Kahn (7.63%); Arthur Fleischman (12.77%); Lawrence Fleischman (12.77%); Max Osnos (11.53%); Robert K. Straus (5.46%); Emanuel Dannett (5.45%); William A. Roberts (6.37%).

Executives:
Sol J. Kahn, *president*
Dean McCarthy, *assistant to the president & program director*
J. G. "Sandy" Sandison, *general sales manager*
Lawrence Turet, *assistant program director & promotion*
Dan Gellerup, *technical director*
Robert Truscott, *chief engineer*
Lee Dolnick, *commercial manager*
Stu Armstrong, *sports & news director*

Services: News UP. Live studios, number 2, size of largest 38′ x 56′, number live cameras 4.

Film & ID: 2 16 mm film projectors; 2 2x2 slide projectors. Film should be sent to Frank Edwards. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services; 16 mm film handled.

Color Equipment: network, live, film, slides.

Rates: Class A one hour live $600, film $600. Minute spot live $110, film $110. ID rate $55.

Milwaukee: WTMJ-TV

Ch. 4. Owned by The Journal Co. Address: 720 E. Capitol Dr. Zone 1. Phone: BRoadway 1-6000. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 13.5 kw, aural 7.13 kw. Antenna: 1,035′ above ground, 1,672′ above sea level. Networks: NBC-TV (prim.). Am station WTMJ. Began operating December 3, 1947. Interconnected.

Representatives: National Harrington, Righter & Parsons Inc., Washington attorneys Hogan & Hartson.

Stockholders: The Journal Co. (*Milwaukee Journal*).

Executives:
Walter J. Damm, *vice president & general manager of tv and radio, The Journal Co.*
L. W. Herzog, *administrative assistant*
George Comte, *manager of tv & radio*
Robert Heiss, *assistant manager of tv & radio*
N. V. Bakke, *sales manager*
Sprague Vonier, *program manager*
Phillip B. Laeser, *manager of tv & radio engineering*
Jack Krueger, *news director*
Bill Hoeft, *farm director*
Beulah Donahue, *women's director*
Breta Griem, *home economics director*
James Fitzgerald, *film editor*
Bruce Wallace, *promotion manager*
William McCormick, *continuity director*

Services: News AP facsimile, AP wire. Live studios, number 5, size of largest 31′ x 54′ x 26′, number live cameras 9 b&w and 3 color. Remote equipment: 1 RCA remote truck, 3 microwave links, number remote cameras 4 (of above 9).

Film & ID: 3 16 mm film projectors; 2 slide projectors, slide safety area: 1 (wide) x ¾ (high); 1 balop camera. Film should be sent to spot films: William McCormack, Continuity Manager; feature films: James Fitzgerald, Supervisor TV Film Department. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Simple editing and splicing only.

Color Equipment: network, live, film, slides. 3 live color cameras.

Rates: Class A one hour live $1,250, film $1,250. 30 second spot live $300, film $300. ID rate $100.

Milwaukee: WXIX

Ch. 19. Owned by Columbia Broadcasting System Inc. Address: 5445 N. 27th St. Zone 9. Phone UPtown 3-1919. Authorized eff. rad. pow.: visual 263 kw, aural 141 kw. Antenna: 661′ above ground, 1,271′ above sea level. Networks: CBS-TV (prim.). Began operating February 27, 1955. Interconnected.

Representatives: National CBS Spot Sales.

Stockholders: See WCBS-TV New York.

Executives:
Merle Jones, *president*
Frank J. Shakespeare Jr., *general manager*
Richard P. Hogue, *general sales manager*
William Goodnow, *local sales manager*
Leon Drew, *program director*
S. M. Rosenman, *production manager*
W. W. Wesley, *chief engineer*
Robert Herzog, *news director*
Robert H. Van Roo, *promotion & publicity director*
John Lathrop Viemeister, *business manager*
Hal Walker, *sports director*
M. S. Bachman, *publicity director*

Services: News AP, UP. Live studios, number 2, size of largest 60′ x 60′ x 16′, number live cameras 5. Remote equipment: available number remote cameras 5.

Film & ID: 3 16 mm film projectors; 2 slide projectors, 2x2 tape or metal mounted. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network.

Rates: Class AA one hour live on request, film $800. Minute spot live on request, film $125. ID rate $62.50.

Superior: KDAL-TV (See Duluth, Minn.)

Superior: WDSM-TV (See Duluth, Minn.)

Wausau: WSAU-TV

Ch. 7. Owned by Wisconsin Valley Television Corp. Address: 714 5th St. Phone: 2-1021. Authorized eff. rad. pow.: visual 316 kw, aural 178 kw. Operating pow: visual 316 kw, aural 178 kw. Antenna: 609′ above ground, 2,549′ above sea level. Networks: CBS-TV (prim.), NBC-TV, ABC-TV. Am station WSAU. Began operating October 24, 1954. Interconnected.

Representatives: National The Meeker Co. Inc., regional Harry Hyett Co. (Minneapolis), Washington attorneys McKenna & Wilkinson, consulting engineers Walter F. Keane.

Stockholder: Charles Lemke (25%); *Wausau Record-Herald* (23.81%); *Wisconsin Rapids Tribune* (11.90%); 5.95% being held by radio WFHR; Artemas Berner (3.99%); Antigo Broadcasting Co.-WATK (3.99%); *Marshfield News-Herald* (11.90%); *Rhinelander News* (7.91%); *Merrill Herald* (7.91%); George T. Frechette (2.39%); W. F. McCormick (1.20%).

Executives:
John C. Sturtevant, *chairman of board*
George T. Frechette, *president*
Richard D. Dudley, *general manager & commercial manager*
Bart Kellnhauser, *program director*
Roland W. Richardt, *chief engineer*
Walter John Chilson, *news director*
Buck Leverton, *farm director*
Lolita Woodard, *women's director*
Marko Zelich, *sports director*
Dan Ziebell, *film director*

Services: News AP, UP. Live studios, number 2, size of largest 40′ x40′, number live cameras 2.

Film & ID: 2 RCA 16 mm film projectors; 1 35 mm 2x2 slide projector. Film should be sent to Dan Ziebell, Film Director. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services, 16 mm optical and magnetic sound.

Rates: Class A one hour live $300, film $300. Minute spot live $60, film $60. ID rate ½ spot rate.

WYOMING

Casper: KTWO-TV

Ch. 2. Owned by Harriscope Inc. Address: 145 N. Durbin St. Phone: 2-8939. Authorized eff. rad. pow. visual .208 kw, aural .104 kw. Antenna: 200′ above ground, 5,320′ above sea level. Networks: CBS-TV, NBC-TV, ABC-TV. Began operating March 8, 1957.

Representatives: National The Meeker Co. Inc., regional John L. McGuire & Co. (Denver), Washington attorneys Sher, Oppenheimer & Harris, consulting engineers Robert M. Silliman.

Stockholders: Burt I. Harris, president (40%); Irving B. Harris, vice president (40%); Don Paul Nathanson, vice president (20%).

Executives:
Burt I. Harris, *president*
Lawrence S. Berger, *executive vice president & general manager*
R. Kress, *traffic manager*
Hanley Cohn, *film director*
Robert Lebsock, *chief engineer*

Rates: Class A one hour $150. Minute spot $30. ID rate $15.

Casper: KSPR-TV

Ch. 6. Owned by Donald L. Hathaway. Address: Box 930. Phone: 3-5777. Authorized eff. rad. pow.: visual 13.430 kw, aural 6.715 kw. Operating pow: visual 13.430 kw, aural 6.715 kw. Antenna: 381′ above ground, 5,776′ above sea level. Networks: CBS-TV (prim.). Am station KSPR. Began operating August 12, 1957.

Representatives: National Walker Representation Co., regional Mary Briley (Denver), Washington attorneys Fisher, Wayland, Duvall & Southmayd, consulting engineers Gautney & Jones.

Stockholders: Donald Lewis Hathaway (100%).

Executives:
D. L. Hathaway, *owner & manager*
Marcus R. Nichols, *assistant manager & program director*
Richard Frech, *local commercial manager*
John Cheatham, *chief engineer*
Fred Meeks, *news director*
Jane Slocum, *women's director*
Jim Thompson, *sports director*
Mrs. Helen McNair, *continuity director*

John Terrill, *production director*

Services: Live studios, number 2, size of largest 35' x 47', number live cameras 1.

Film & ID: 2 16 mm film projectors; slide projectors, 2x2 slides in glass. Film should be sent to M. R. Nichols. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs.

Rates: Class A one hour film $120. Minute spot film $26. ID rate $12.50.

Cheyenne: KFBC-TV

Ch. 5. Owned by Frontier Broadcasting Co. Address: 2923 E. Lincolnway. Phone: 4-4461. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow: visual 100 kw, aural 50 kw. Antenna: 483' above ground, 7,260' above sea level. Networks: CBS-TV (prim.). Am station KFBC. Began operating March 21, 1954. Interconnected.

Representatives: National George P. Hollingbery Co., Washington attorneys Koteen & Burt.

Stockholders: Robert S. McCraken, president; W. A. Corsan, vice president (12.8%); O. B. Koerfer, secretary (2.56%); William C. Grove (13%); A. E. Stoddard (6.19%); Tracy S. McCraken (4.42%); Lillian D. McCraken (4.42%); F. H. Ricketson Jr. (4.45%); Raymond F. List (3.69%); D. E. Woodson (3.29%); Cheyenne Newspapers Inc. (38.82%); 7 others, none owns as much as 2%.

Executives:
Robert S. McCraken, *president*
Wm. C. Grove, *general manager & chief engineer*
Charles P. Cahill, *commercial manager*
Vic Stamm, *program director*
John Kirkwood, *news director*
Margie O'Brien, *women's director*
Larry Birleffi, *sports director*

Services: News UP. Live studios, number 1, size of largest 45' x 90', number live cameras 3. Remote equipment: available number remote cameras 2.

Film & ID: 2 16 mm film projectors; 3 2x2 automatic slide projectors; 2 film chains RCA TK 21. Film should be sent to Film Director. Film required 24 hrs. before telecast; slides 24 hrs., artwork 24 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $266, film $200. Minute spot live $40, film $40. ID rate $20.

Riverton: KWRB

Ch. 10. Owned by Chief Washakie Tv. Address: Box 409.

ALASKA

Anchorage: KENI-TV

Ch. 2. Owned by Midnight Sun Broadcasting Co. Address: 4th Avenue Theatre Bldg. Phone: 5-2201, 5-2211. Authorized eff. rad. pow.: visual 5.37 kw, aural 2.69 kw. Operating pow: visual 5.37 kw, aural 2.69 kw. Antenna: 173' above ground, 278' above sea level. Networks: NBC-TV, ABC-TV. Am station KENT. Began operating December 14, 1953. Non-interconnected.

Representatives: Regional James C. Fletcher Jr. (New York); Del Day (Seattle), Washington attorneys Fisher, Wayland, Duvall & Southmayd, consulting engineers Charles M. Gray.

Stockholders: Lathrop Co., stock voted by Harry J. Hill, president (73.6%); Richard R. Rollins (19.09%); 11 other stockholders

Executives:
Harry J. Hill, *president*
Alvin O. Bramstedt, *general manager*
William Stewart, *commercial manager*
Geraldine Hinchee, *program director*
Charles M. Gray, *chief engineer*
Ty Clark, *news & sports director*
Lorene Harrison, *women's director*

Services: News AP wire, Telenews Weekly. Live studios, number 1, size of largest, number live cameras 1.

Film & ID: 2 16 mm film projectors; 1 projection chain 1 slide projector, 2x2 tape or metal mounted (tape preferred); 1 Balop, 3¼x4, working area 2¾x3. Film should be sent to Operations Desk, Box 1160. Film required 72 hrs. before telecast; slides 48 hrs., artwork 1 wk. Film editing services; film processing unit, 16 mm film only.

Rates: Class A one hour live $195, film $150. Minute spot live $33, film $30. ID rate $15.

Anchorage: KTVA

Ch. 11. Owned by Northern Television Inc. Address: Mt. McKinley Bldg. Phone: 5-4321, 2-2101. Authorized eff. rad pow.: visual 3.22 kw, aural 1.61 kw. Antenna: 230' above ground, 348' above sea level. Networks: CBS-TV (prim.). Began operating November 26, 1953.

Representatives: National Alaska Radio-Tv Sales, Washington attorneys Miller & Schroeder.

Stockholders: A. G. Hiebert, president (27.63%); Jack M. Walden, vice president (6.76%); B. J. Gottstein, treasurer (4.17%); Wm. J. Wagner, vice president (6%); M. B. Kirkpatrick, secretary (4.17%); over 20 others, none owning as much as 5%. Northern Television also operates KTVF Fairbanks. Mr. Wagner operates KINY-TV Juneau.

Executives:
A. G. Hiebert, *president & general manager*
Jack Walden, *chief engineer*
Bill Gerald, *news editor*
Paul West, *program manager*

Rates: Class A one hour $150. Minute spot $30. ID rate $15.

Fairbanks: KFAR-TV

Ch. 2. Owned by Midnight Sun Broadcasting Co. Address: First & Lacy Sts. Authorized eff. rad. pow.: visual 5.37 kw, aural 2.69 kw. Antenna: 200' above ground, 640' above sea level. Networks: NBC-TV, ABC-TV. Am station KFAR. Began operating March 1, 1955.

Representatives: Regional Del Day (West Coast); James Fletcher (New York, Chicago), Washington attorneys Fisher, Wayland, Duvall & Southmayd.

Stockholders: Midnight Sun Broadcasting Co. For other interests see KENI-TV Anchorage.

Executives:
A. O. Bramstedt, *general manager*
Don Andon, *station manager*
Jack Barnhart, *sales manager*
Don Bullock, *news director*
John Miller, *program director*
William E. Van Blytterswik, *chief engineer*

Rates: Class A one hour $150. Minute spot $30. ID rate $15.

Fairbanks: KTVF

Ch. 11. Owned by Northern Television Inc. Address: 3rd Ave. & Lacey St. Phone: 3636, 2468. Authorized eff. rad. pow.: visual 11.1 kw, aural 5.5 kw. Operating pow.: visual 11.1 kw, aural 5.5 kw. Antenna 165' above ground, 604' above sea level. Networks: CBS-TV (prim.). Began operating February 17, 1955. Non-interconnected.

Representatives: National Alaska Radio Tv Sales Inc., Washington attorneys Miller & Schroeder, consulting engineers Jack M. Walden.

Stockholders: Same as KTVA Anchorage.

Executives:
A. G. Hiebert, *president*
Walter A. Welch, *general manager & news director*
John A. Griffin, *commercial manager & sports director*
Felicia Pietila, *program director*
Steve LaFranchi, *chief engineer*

Services: News CBS Newsfilm AP wire service. Live studios, number 1, size of largest 17½' x 24', number live cameras 1.

Film & ID: 2 16 mm film projectors; Balop projector, 3¼x4, working area: 2¼x3; 1 Selectroslide slide projector, 2x2 tape or metal mounted (tape preferred). Film should be sent to Walt Welch. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services.

Rates: Class A one hour film $135. Minute spot film $27. ID rate $13.50.

Juneau: KINY-TV

Ch. 8. Owned by Alaska Broadcasting System Inc. Address: 231 S. Franklin. Phone: 197. Authorized eff. rad. pow.: visual .261 kw, aural .131 kw. Antenna: 264' above ground, 304' above sea level. Networks: CBS-TV (Prim.). Am station KINY. Began operating February 19, 1956.

Representatives: National Alaska Radio-Tv Sales Inc., Washington attorneys Philip M. Baker, consulting engineers A. D. Ring & Assoc.

Stockholders: William J. Wagner, president (97.75%); Irene F. Wagner, vice president (2.245%); Alma Lee Wilson, secretary-treasurer (.005%).

Executives:
William J. Wagner, *president & general manager*
J. W. McKinley, *station manager & chief engineer*
Vic Hampdon, *sales manager*
Richard Peter, *production & program manager*

Rates: One hour $60. Minute spot $12. ID rate $7.20.

GUAM

Agana: KUAM-TV

Ch. 8. Owned by Radio Guam. Address: 321 S. Beverly Dr., Beverly Hills, Cal. Phone: CRestview 6-4491, Beverly Hills; 72-365 Guam. Authorized eff. rad. pow.: visual .434 kw, aural .217. Antenna: 302' above ground, 377' above sea level. Networks: NBC-TV, CBS-TV, ABC-TV. Am station KUAM. Began operating August 5, 1956.

Representatives: National Intercontinental Services Ltd., Washington attorneys Krieger & Jorgensen, consulting engineers Jay E. Tapp, Long Beach, Cal.

Stockholders: Harry M. Engel Jr., president

(45.5%); Phil Berg, vice president & treasurer (45.5%); William B. Duce, secretary (4%); John P. Hearne (5%).

Executives:
Harry M. Engel, *president & general manager*
H. Richard Maguire, *managing director*
John P. Barton, *executive director*
James Long, *technical director*
S. Rider, *sports director*
Ron Tompkins, *production chief*

Rates: One hour $120. Minute spot $24. ID rate $12.

HAWAII

Hilo: KHBC-TV

Ch. 9. Satellite of KGMB-TV Honolulu.

Honolulu: KGMB-TV

Ch. 9. Owned by Hawaiian Broadcasting System Ltd. Parent station of KHBC-TV Hilo and KMAU-TV Wailuku. Address: 1534 Kapiolani Blvd. Zone 14. Phone: 92011. Authorized eff. rad. pow.: visual 132 kw, aural 79 kw. Operating pow: visual 10 kw, aural 6 kw. Antenna: 338′ above ground, 343′ above sea level. Networks: CBS-TV (prim.). Am stations KGMB, KHBC. Began operating December 1, 1952.

Representatives: National Peters, Griffin, Woodward Inc., Washington attorneys Fisher, Wayland, Duvall & Southmayd, consulting engineers Vandivere, Cohen & Wearn.

Stockholders: Consolidated Amusement Co. Ltd. (75.45%); Honolulu Star-Bulletin Ltd. (24.55%). Licensee also owns KHBC-am-TV Hilo and KMAU-TV Wailuku.

Executives:
J. Howard Worrall, *president*
Melvin B. Wright, *manager station operations, national sales manager & film buyer*
C. C. Crockett, *sales manager*
Robert Costa, *local sales manager*
Daniel O. Hunter, *tv & am chief engineer*
Wayne Collins, *tv news director*
Colleen Ng, *promotion director*
K. C. Wong, *treasurer*
Frank Valenti, *tv & am sports director*
Torkel Westly, *controller*
Sheridan Reid, *tv program supervisor*

Services: News UP. Live studios, number 2, size of largest 40′ x 100′, number live cameras 4.

Remote equipment: completely equipped for remotes, number remote cameras 2.

Film & ID: 2 16 mm cameras for film and sound; 3 16 mm film projectors; 2 35 mm slide projectors. Film should be sent to Melvin B. Wright, Manager. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Rates: Class A one hour film $350. Minute spot film $75. 20 sec. ID rate $65, 10 sec. $37.50.

Honolulu: KONA-TV

Ch. 2. Owned by Radio Honolulu Ltd. Address: 1170 Auahi St. Zone 13. Phone: 6-2366. Authorized eff. rad. pow.: visual 60 kw, aural 30 kw. Networks: NBC (prim.). Began operating November 7, 1952. Non-interconnected.

Representatives: National NBC-TV Spot Sales, Washington attorneys Kirkland, Fleming, Green, Martin & Ellis, consulting engineers Commercial Radio Equipment Co.

Stockholders: John L. Keating (25%); Elroy McCaw (25%); Honolulu Advertiser (50%).

Executives:
John D. Keating, *president & general manager*
James W. Spencer, *national sales manager*
Martin Rohde, *general sales manager*
Hal Shade, *station operations manager*

Services: Live studios, number 2, number live cameras 2.

Film & ID: 2 16 mm film projectors; slide projectors, 2x2 tape mounted (preferred), safe viewing area: ⅝ x 29/32. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services; station can produce 10, 20 or 60 sec. double system sound film spots.

Rates: Class A one hour live $472.50, film $350. Minute spot live $101.25, film $75. ID rate $37.50. These rates include KMVI-TV Wailuku, Maui—satellite of KONA-TV.

Honolulu: KULA-TV

Ch. 4. Owned by Television Corp. of America Ltd. Address: 1290 Ala Moana Blvd. Phone: 6-3666. Authorized eff. rad. pow.: visual 26.3 kw, aural 13.2 kw. Operating pow.: visual 5 kw, aural 2.5 kw. Antenna: 365′ above ground, 371′ above sea level. Networks: ABC-TV (prim.). Am station KULA. Began operating April 16, 1954. Non-interconnected.

Representatives: National Young Television Corp.

Stockholders: Jack Burnett (25%); Albert Zugsmith (25%); Arthur B. Hogan (25%); Richard C. Simonton (25%).

Executives:
Richard C. Simonton, *president*
Jack Burnett, *executive vice president & general manager*
Art Sprinkle, *television sales manager*
Dan Kawakami, *program director*
Ronald Miyahira, *chief engineer*
Wright Esser, *news director*
Jeanette Murai, *women's director*

Services: News AP. Live studios, number 1, size of largest 40′ x 70′, number live cameras 2.

Film & ID: 16 mm Du Mont Multi-Scanner film projectors; Standard 2x2 slide projectors, metal bound, transparencies, 4x5 opaques. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Rates: Class A one hour live $300, film $250. Minute spot live $60, film $50. ID rate $25.

Honolulu: KHVH-TV

Ch. 13. Owned by Kaiser Hawaiian Village Television Inc. Address: Hawaiian Village Hotel. Phone: 991041. Authorized eff. rad. pow.: visual 12.9 kw, aural 7.76 kw. Antenna: 364′ above ground, 369′ above sea level. AM station KHVH. Began operating May 5, 1957.

Representatives: regional Roy V. Smith Assoc. (New York); Duncan A. Scott Co. (San Francisco), Washington attorneys Haley, Wollenberg & Kenehan, consulting engineers Jansky & Bailey Inc.

Stockholders: Henry J. Kaiser, president (75%); Hal Lewis, executive vice president (25%). Mr. Kaiser and Mr. Lewis are co-equal owners of KHVH.

Executives:
Hal Lewis, *executive vice president & general manager*
James A. Washburn, *executive producer*
Ernest Lindemann, *chief engineer*

Color Equipment: film.

Rates: Class A Minute spot $60, ID rate $30.

Wailuku: KMAU-TV

Ch. 3. Satellite of KGMB-TV Honolulu.

Wailuku: KMVI-TV

Ch. 12. Satellite of KONA-TV Honolulu.

PUERTO RICO

Mayaguez: WORA-TV

Ch. 5. Owned by Supreme Broadcasting Co. Inc. Address: Darlington Bldg., Box 43. Zone 5. Phone: 1151, 1150. Authorized eff. rad. pow.: visual 30 kw, aural 15 kw. Operating pow: visual 30 kw, aural 15 kw. Antenna: 141′ above ground, 2,972′ above sea level. Networks: CBS-TV, ABC-TV, NBC-TV. Am station WORA. Began operating October 1, 1955.

Representatives: National Intercontinental Services Ltd., Washington attorneys Loucks, Zias, Young & Jansky, consulting engineers George Mayoral.

Stockholders: Radio Americas Corp.-WORA (69%); Supreme Broadcasting Co. Inc. of Louisiana—WJMR-TV & WJMR-TV New Orleans (28%). Officers: Alfredo R. de Arellano Jr., president (.5%) also controls WORA; Chester F. Owens, vice president (1%) also has 15% of WJMR-TV; George A. Mayoral, executive vice president (1%) also has 15% of WMJR-TV; Reinaldo M. Dupont, secretary (1%); Ester del V. de Ramirez de Arellano, treasurer (.4%). For other interests of Owens and Mayoral, see WJMR-TV.

Executives:
Alfredo R. de Arellano Jr., *president*
Reinaldo M. Dupont, *assistant manager, commercial manager & farm director*
Ignacio López, *program director*
Jesus M. Aviles Brunet, *chief engineer*
Natty López, *women's director*
Julio E. Pancorbo, *sports director*
Nelson Nín, *technical director*

Services: Live studios, number 2, number live cameras 2.

Film & ID: 2 16 mm film projectors; standard lantern slide projection equipment, 35 mm. Film should be sent to Ignacio López, Program Director. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Rates: Class A one hour live $120, film $29. ID rate $13.

Ponce: WSUR-TV

Ch. 9. Owned by American Colonial Broadcasting Corp. Address: Cristina St. No. 4. Authorized eff. rad. pow.: visual .832 kw, aural .417 kw. Antenna: 237′ above ground, 4,107′ above sea level. Began operating November 1957.

Representatives: National Pan American Broadcasting.

Stockholders: Ralph Perez Perry (100%).

Executives:
Mariano Angelet Escudero, *general manager*

San Juan: WAPA-TV

Ch. 4. Owned by Ponce de Leon Broadcasting Co. Inc. Address: 357 Ponce de Leon. Phone: 3-3006. Authorized eff. rad. pow.: visual 56.2 kw, aural 33.9 kw. Operating pow: visual 10 kw, aural 6 kw. Antenna: 260′ above ground, 330′ above sea level. Networks: NBC-TV (prim.), ABC-TV. Began operating March 1, 1954. Non-interconnected.

Representatives: National Caribbean Networks Inc., Washington attorneys Kreiger & Jorgensen, consulting engineers Commercial Radio Equipment Co.

Stockholders: Winston-Salem Broadcasting Co. Inc. (80%); Goar Mestre & Associates (20%).

Executives:
John G. Johnson, *president.*
Carlos Rivera Gonzalez, *general manager & commercial manager*
Luis Dominquez, *program director*
Rafael Cruz Rivera, *chief engineer*
Pedro Vasquez, *sports director*
Augustin Villahermosa, *traffic manager*
Hector Hernandez, *film director*

Services: News Vigue. Live studios, number 4, size of largest 30′ x 40′, number live cameras 6.

Remote equipment: RCA complete remote truck and all allied equipment, number remote cameras 2.

Film & ID: 2 16 mm film projectors; 1 slide projector, 2x2 glass, tape or metal bindings. Film should be sent to Traffic Manager. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services; 16 mm & 35 mm b&w film handled.

Rates: Class A one hour live $250, film $250. Minute spot live $55, film $55. ID rate $22.

San Juan: WKAQ-TV

Ch. 2. Owned by El Mundo Inc. Address: Stop 8, Fernandez Juncos. Phone: 3-3800. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow: visual 100 kw, aural 50 kw. Antenna: 300′ above ground, 1,973′ above sea level. Networks: CBS-TV optional. Am station WKAQ. Began operating March 29, 1954.

Representatives: regional Inter-American Publications Inc., Washington attorneys Segal, Smith & Hennessey, consulting engineers George C. Davis.

Stockholders: Angel Ramos, president (99.9%), publisher of *El Mundo.*

Executives:
Angel Ramos, *president*
Hernán Nigaglioni, *general manager*
Oscar Reinosa, *sales & promotion manager*
Jorge L. Rivero, *commercial manager*
José L. Torregrosa, *program director*
Jack H. Tudor, *chief engineer*
Evelio Otero, *news director*
Charlie Garcia de Quevedo, *film buyer & film director*

Services: News CBS, El Mundo newspaper private service. Live studios, number 6, size of largest 50′ x 60′, number live cameras 7.

Remote Equipment: complete remote unit, number remote cameras 2.

Film & ID: 2 16 mm film projectors; Grey telop 4x5, 1 2x2 slide projectors. Film should be sent to Operations Desk, WKAQ-TV, Box 1072. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services; B-wind 16 mm film laboratory.

Rates: Class AA one hour live $375, film $375. Minute spot live on request, film $80. ID rate $32.

Reps *(Continued from page 29)*

W-TWO Bangor, Me.
WTRI-TV Albany, N. Y.
WLOS-TV Asheville, N. C.
KTEN-TV Ada, Okla.
WDXI-TV Jackson, Tenn.
KTRE-TV Lufkin, Tex.
KMID-TV Midland, Tex.
KCTV San Angelo, Tex.
KCMC-TV Texarkana, Tex.
WMBV-TV Green Bay-Marinette, Wis.
KVII-TV Amarillo, Tex.

The Walker Representation Company Inc.

347 Madison Ave., New York 17, N. Y.; MUrray Hill 3-5830; Wythe Walker; C. Otis Rawalt; Lionel Colton

Branch offices:
Chicago 1; 360 N. Michigan Ave.; ANdover 3-5771; Bert Cananagh
Los Angeles 5; 672 S. Lafayette Park Place; DUnkirk 2-3200; Harlan Oakes
San Francisco 4; Russ Bldg.; YUkon 6-5820; William Gilmore
Atlanta; Mortgage Guarantee Bldg.; ALpine 5084; Tom Atkinson
Boston; 100 Boylston St.; HUbbard 2-4370; George Bingham

Tv stations represented:
KXLF-TV Butte, Mont.
WSIL-TV Harrisburg, Ill.

Grant Webb & Company

509 Madison Ave., New York 22, N. Y.; MUrray Hill 8-7550; Grant Webb, *president;* John E. Baker

Branch offices:
Chicago; 25 E. Washington; STate 2-3155
Detroit; 1302 Cadillac Tower; WOodward 1-8290
San Francisco 4; 155 Montgomery St.; EXbrook 2-6127
Los Angeles; 8622 Wilshire Blvd.; OLeander 6-8998

Tv station represented:
KXGN Glendive, Mont.

Weed Television Corp.

579 Fifth Ave., New York 17, N. Y.: Plaza 9-4700; Joseph J. Weed, president; E. J. Fitzsimmons, general sales manager

Branch offices:
Chicago 1; Prudential Plaza; MIchigan 2-3434; C. C. Weed, *vice president;* George Lindsay, *sales manager*
Detroit 26; 1610 Book Bldg.; WOodward 1-2685; Bernard P. Pearse
Atlanta 3; Glenn Bldg.: JAckson 4-1604; George L. Griesbauer Hollywood 2-6676; Edwin C. Metcalfe
San Francisco 5; 625 Market St.; EXbrook 7-0535; Boyd Rippey
Boston 16; Statler Bldg.; HUbbard 2-5677; Robert R. Reardon
Des Moines 9; 509 Grand Ave., ATlantic 2-0201; Donald G. Peterson

Tv stations represented:
WABD New York, N. Y.
WTTG Washington, D. C.
KALB-TV Alexandria, La.
KBAK-TV Bakersfield, Cal.
WCAX-TV Burlington, Vt.
WCNY-TV Carthage, N. Y.
WOI-TV Ames, Ia.
WBAY-TV Green Bay, Wis.
WFBC-TV Greenville, S. C.
WJMR-TV New Orleans, La.
KHQA-TV Hannibal, Mo.
WCYB-TV Bristol, Va.
WUSN-TV Charleston, S. C.
KPLC-TV Lake Charles, La.
KLAS-TV Las Vegas, Nev.
KGLO-TV Mason City, Ia.
KCJB-TV Minot, N. Dak.
KHAS-TV Hastings, Neb.
KTVK Phoenix, Ariz.
WCSH-TV Portland, Me.
KTTS-TV Springfield, Mo.
KTNT-TV Tacoma, Wash.
KXJB-TV Valley City, N. Dak.
KIMA-TV Yakima, Wash.
XETV San Diego, Cal.
KBMB-TV Bismarck, N. Dak.
KNTV San Jose, Cal.
WDMJ-TV Marquette, Mich.
KCRG-TV Cedar Rapids, Ia.

WGN-TV

220 East 42nd St., New York, N. Y.; MUrray Hill 2-7545; Ben H. Berentson, *manager*

Tv station represented:
WGN-TV Chicago, Ill.

Harry Wheeler & Company

80 Boylston St., Boston, Mass.; LIberty 2-6481; Harry Wheeler, *owner & manager;* Frank Hamel, *account executive;* Gay Swankin, *administrative assistant*

Tv stations represented:
WHYN-TV Springfield, Mass.

Young Television Corp.

3 E. 54th St., New York 22, N. Y.; PLaza 1-4848; Adam Young, *president;* Stephen A. Machcinski Jr., *vice president & sales manager;* William B. Crumley, *vice president in charge of research;* Frank G. Boehm, *vice president in charge of promotion*

Branch offices:
Chicago 1; Prudential Plaza; MIchigan 2-6190; James F. O'Grady Jr., *vice president & manager Chicago office*
St. Louis; 317 N. Eleventh St.; MAin 1-5020; John B. Hetherington, *manager St. Louis office*
Los Angeles, 28; 6331 Hollywood Blvd.; HOllywood 2-2289; William L. Wallace, *manager in charge of West Coast operations*
San Francisco 4; 1207 Russ Bldg.; YUkon 6-6769; Richard J. Kelliher, *manager San Francisco office*

Tv stations represented:
CKLW-TV Detroit, Mich.
KGHL-TV Billings, Mont.
KLFY-TV Lafayette, La.
WCOV-TV Montgomery, Ala.
WEHT-TV Evansville, Ind.
WGEM-TV Quincy, Ill.
WICC-TV Bridgeport, Conn.
WICS Springfield, Ill.
WLOF-TV Orlando, Fla.
WMTV Madison, Wis.
WNOW-TV York, Pa.
WSEE-TV Erie, Pa.
WTVY Dothan, Ala.
KULA-TV Honolulu, Hawaii

Advertising Agencies of the United States

(Complete with executive titles and full breakdown of media department including timebuyers. For abbreviations see page 4)

ADCO, Inc.
3615 Ingersoll Ave., Des Moines 12, Iowa. 8-6539. Roger Johnson, *pres.;* Edward I. Frankel, *exec. vp. & treas.;* William W. Morgan, *gen. mgr.;* Paul Lem, *vp, art d & prod. mgr.;* Walter Brown, *Sec.;* Wayne Crew, *tv-rad. d. Ae's.:* Roger Johnson, Edward I. Frankel, Paul Lem, William W. Morgan, Al Grund, Wayne Crew.

AHP Advertising Agency
318 Market St., Newark 2, N. J. Mitchell 2-5475. J. J. Pinkus, *pres. b & tb.*

A.M.S. Advertising Company, Inc.
40 E. 19th St., N. Y. 3. Oregon 3-5130. Arthur I. Kalish, *pres.;* Lee Brown, *vp;* Betty Moskowitz, *sec.-treas.*

A-One Advertising
815 Jefferson Tower, Dallas 8, Tex. Whitehall 2-2712. R. L. Smith, *o. Ae's:* C. H. Smith, M. F. Smith.

APG Associates
60 Rossiter Ave., Yonkers, N. Y. Yonkers 54120. A. P. Gavasci, *o;* Alberto Gavasci, *art d;* Rachele Gavasci, *mgr.;* August A. Gavasci, *cpy.*

A. W. Advertising, Inc.
6 E. 39th St., N. Y. 16. Murray Hill 4-3320. Bliss Woodward, *pres.;* Helen M. Woodward, *sec.;* Alma Woodward, *treas. & cpy. chf.;* Bliss Woodward, *ae.*
Media Dept.: Bliss Woodward, *a, b & tb;* Frances Barkan, *b.*

Aarons, Sill and Carbon, Inc.
Architects Bldg., Detroit 1, Mich. Temple 1-3513. Harold Aarons, *pres., treas. & ae;* John T. Bostwick, *vp;* V. E. Sutfin, *sec., prod. mgr., rad. d.*
Media Dept.: V E. Sutfin, *b & tb.*

Ervin R. Abramson Advertising
741 N. Milwaukee St., Milwaukee 2, Wis. Broadway 2-2490. Ervin R. Abramson, *pres.;* R. Bussler, *art d. Ae's:* Raymond B. Thomas, William C. Siefert, S. Rau.

Accurate Advertising Agency, Inc.
9 W. 60th St., N. Y. 23. Circle 7-3880. Sherman W. Minsley, *pres.;* Fred J. McConnell, *vp, tv-rad. d;* Ethel Newman, *sec. & treas.;* Richard A. Jasper, *gen. mgr.;* Clinton Martin, *prod. mgr. Ae's:* Fred J. McConnell, Richard A. Jasper.
Media Dept.: Richard A. Jasper, *b.*

Ace Advertising Services, Inc.
39 Chambers St., N. Y. 7. Digby 9-1432. Joel Landres, *pres.,* Leon Gross, *vp.*

Ervin S. Acel, Inc.
15 Whitehall St., N. Y. 4. Hanover 2-7968. Ervin S. Acel, *pres., treas.;* John M. Walczak, *mgr. & art d.*
Media Dept.: Ervin S. Acel, *b.*

Acker, Worley & Assoc., Inc.
46 Kipling Plaza, Clearwater Beach, Fla. Clearwater 34-3041. G. Lawrence Roberts Jr., *pres.;* Jennie O. LeMaster, *treas.;* R. M. Worley, *art d, prod. mgr. & ae;* G. Lawrence Roberts Jr., *cpy. chf. & ae.*
Media Dept.: G. Lawrence Roberts Jr., *d.*

Ackerman Associates, Inc.
342 Classen Terrace Bldg., 1411 N. Classen Blvd., Oklahoma City 6, Okla. Ray Ackerman, *pres.;* Al Fiegel, *vp-tv & rad.;* Eddie Miller, *vp-pub. rels.;* Jack Moses, *art d & prod. mgr.*

Acme Advertising Agency
Mortgage Guarantee Bldg., Atlanta 3, Ga. Murray 8-8585. Julian Dela Perriere, *pres. & ae;* Forrest P. Clark, *art d;* Mrs. Barbara Smith, *prod. mgr.*

Robert Acomb, Inc.
4444 E. 5th St., Cincinnati 2, Ohio. Robert Acomb, *pres. & treas.;* Clyde Craig, L. C. Mohr, W. J. Levi, *vp's;* D. J. Mahoney, Jr., *sec.;* W. H. Rand, *prod. mgr.*
Media Dept.: M. Oberhelman, *d.*

Acwan Advertising, Inc.
24 W. 45th St., N.Y. 36. Murray Hill 2-8639. Carl Wirshba, *pres. & treas.;* Howard I. Brenner, *vp;* David G. Hymes, *prod. mgr.*

Ad-Art Co.
177 State St., Boston 9, Mass. Hancock 6-5341. O. Harry Roseman, *pres. & treas.;* Natalie Burnett, *art d.*

Ad Art Associates
510 Walnut St., Reading, Pa. Franklin 2-1692. Richard F. Kurr, *o & art d.*

Ad-Craft Adv. Agency
531 S. Water St., Corpus Christi, Tex. Frances W. Beckman, *pres. & tv d;* F. J. Kelley, *vp;* Barbara McDowell, *art d;* J. K. Perrie, *ae.*

A. D. Adams Advertising
37 West 53rd St., N. Y. 19. Circle 6-2940. A. D. Adams, *o;* Anita Guido, *art d;* Joseph P. Dawson, *acct. supvr.*

Adams Advertising Agency
Adams-Clinton Bldg., Chicago 6, Ill. Andover 3-3589. V. Peter Ferrara, *pres. & ae;* Joseph Voorhes, *vp;* William Johns, *prod. mgr. Ae's.:* T. T. Bache, F. A. McNethy, Leon Meyers.
Media Dept.: George L Lewis, *b.*

Adams Associates, Inc.
28 North Queen St., York, Pa. Pa 81-554. John R. Adams, *pres.;* Loren A. Shinneman, *vp;* Laurence T. Himes, *sec.;* Clair M. Ruby, *art d;* R. H. Allewelt, *mktg. d;* A. Bowman Weaver, *cpy. chf.;* Clyde B. Clason, *publ. d.*

Adams, Burke Dowling, Inc.
992 W. Peachtree St. N.W., Atlanta, Ga. Trinity 6-5521. B. D. Adams, *pres.;* Jack Hardy, *vp & treas.;* Howard Schriner, Ernest Camp, *vp's;* Charles Almand, *budget d;* John Kamna, *ae.*
Media Dept.: George Bailey, *d.*
Branch Offices:
3 E. 54th St., N. Y. 22. Plaza 1-5630. Thomas Dixcy, *sr. vp & sec.;* E. C. Hoffman, *sr. vp;* James Cobb, *vp & gen. mgr.;* F. Douglas Hayden, *vp;* Anthony Alduino, *vp & controll.;* Frederick Burnside, *publ. rels. Ae's.:* T. A. Gullette, Gordon Baird, Charles Gulick.
Media Dept.: James B. Daly, d.
Branch Offices:
203 Bellevue Ave., Upper Montclair, N. J. Pilgrim 6-6100. Vaughn Hannington, Stuart Grant, *ae's.*
Studebaker-Packard Administrative Bldg., South Bend, Ind. Roy W. Hudson, *vp, resrch. mgr.;* Russell Paulson, *ae.* Box 4243, Panama, R. P. Stelio Matussi, *resident mgr.*

Roy Adams Advertising
1163 Oak St., Eugene, Ore. Diamond 5-8414. Roy H. Adams, *pres., gen. p; tv & rsrch. d;* C. D. Pelletier, *film d, prod. mgr.;* Ruth Baumer, *art d;* Ann Bruton, *cpy. chf.;* Andre Dunsmore, *direct mail.*
Media Dept.: C. D. Pelletier, *b.*

W. S. Adamson Associates
814 Walker Bank Bldg., Salt Lake City 11, Utah. William S. Adamson, *pres., publ. & pub. rels. d;* Louis W. Larsen, *vp & ae;* Ann Dunaway, *sec;* Mabel Gibby, *treas.;* Richard H. Larsen, *art d, prod. mgr. & ae;* Nathan Berlin, J. Dohn Lewis, *ae's;* William S. Adamson, *publ. d;* Edwin L. Heal, *publ. d & ae;* Mabel Gibby, *personnel d.*
Media Dept.: Richard H. Larsen, *d & b;* Nathan Berlin, J. Dohn Lewis, *tb's.*

Ad-craft Advertising Agency
531 South Water, Corpus Christi, Tex. TU 4-4957. Frances W. Beckman, *pres.;* F. Joseph Kelley, *vp;* J. K. Perrie, *tv d;* Barbara McDowell, *art & prod.;* Louise Harris, *rad. d.*
Media Dept.: Frances W. Beckman, *exec.* in chg., *b;* J. K. Perrie, *tb;* Louise Harris, *tb.*

John A. Addison & Co.
549 W. Washington Blvd., Chicago 6, Ill. Franklin 2-6446. John A. Addison, *o & ae;* Norman Wahlman, *art d;* L. L. Zambo, *cpy. chf. & tv-rad. d.*
Media Dept.; L. L. Zambo, *d, b, & tb.*

Ad Fried Advertising Agency
Ad Fried Bldg., 160 Santa Clara Ave., Oakland 10, Calif. Oympic 4-3773. Ad Fried, *pres., tv & rad. d;* Elaine Fried, *sec. & treas;* Kay Bachrach, *art d & prod. mgr.;* Allison Clark, *cpy. chf. & publ. d;* Mary Lynch, *libr. & ae. Ae's:* Ad Fried, Kay Bachrach, Allison Clark, Elaine Fried, David Williams.
Media Dept.: Mary Lynch, *b & tb.*

William Hart Adler, Inc.
919 N. Michigan Ave., Chicago 11, Ill. Whitehall 4-5210. William H. Adler, *pres., treas. & ae;* A. B. Stone, *vp & ae;* Thorpe E. Wright, *vp & ae;* Leslie Meyers, *vp, art d & ae;* John J. Petrie, *ass't to pres. & ae;* Betty Sickinger, *sec.;* Alidor R. Belskis, *tv-*

rad.; Ben E. Graves, *publ. d;* Kenneth M. Davee, *assoc. rsrch. d.*

Media Dept.: Betty Sickinger, *d;* Dale Heath, *art b;* Alidor R. Belskis, *tb* & *b.*

Branch Office:
101 Park Ave., N. Y. J. G. Berens, *mgr.*

Admakers

201 N. Wells St., Chicago 6, Ill. Central 6-5568. Charles J. Madsen, *o* & *art d;* E. Reed Hemingway, *o;* R. N. Slate, *o;* H. Prokop, *prod. mgr.;* Ray Z. Kotrba, *ae.*

Admasters Advertising, Inc.

15th & New York Ave., N. W., Washington 5, D. C. District 7-0551. John E. Waterfield, *pres.*

Ad Scribe

P. O. Box 2194, North Canton 20, Ohio. Hyacinth 9-2552. Robert L. Rainey, *o.*

Ad-Service, Inc.

16 Norwich St., Worcester 8, Mass. 4-7288, 4-7289. Glenn V. Powers, *pres.* & *ae;* Herman A. Allen, *vp* & *ae;* G. Merton Christianson, *treas.* & *art d;* Leslie M. Cleaves, *ae.*

Media Dept. Herman A. Allen, *d.*

Advent Associates, Inc.

Winfield Scott Hotel (Mezzanine fl.), 323 N. Broad St., Elizabeth 3, N. J. Elizabeth 3-5088-9 (specializing in industrial advertising). Harold O. Bates, *pres.* & *treas.;* A. D. Bates, *vp;* J. B. Shoemaker, *sec., prod. mgr., art d;* Herbert R. Martens, *ae* & *ass't* to *pres.*

Advertising Agency Service

45 Academy St., Newark 2, N. J. Market 2-0743. W. F. Schaphorst, *proprietor* & *prod. mgr.*

Media Dept.: M. M. Gooch, *b.*

Advertising Aides

112 E. 19th St., N. Y. 3. Or 4-9092.

Advertising Associates

5749 Swiss Ave., Dallas 14, Tex. Ta 6-6966, Ta 1-0956. Bert Clardy, *pres., cpy. chf.* & *publ. d;* E. M. Killion, *vp, tv* & *rad. d;* Winone Clardy, *sec.;* B. Lowell Clardy, *art d* & *prod. mgr. Ae's:* Bert Clardy, R. G. Davis, E. M. Killion.

Media Dept.: Pearl Coats, *d;* E. M. Killion, *tb* & *b.*

Advertising Associates

918 North 2nd St., Phoenix, Ariz. Alpine 8-8374, David McCutcheon, *pres.;* N. A. Winter Jr., Kenneth G. Patton, *vp's;* Mrs. Betty Simpson, off. mgr.; Betty Scott, *cpy. chf.;* Mrs. Eunice McDonald, *cpy. writer;* Keith W. Williams, *art d.;* Leo Mazey, *artist.*

Advertising Associates, Inc.

10-A West Grace St., Richmond 20, Va. 3-0157-8-9. Jack D. Lewis, *chmn. pres.* & *tv d;* Don Martin, *vp;* Shirley M. Bricker, *vp, prod. mgr.;* J. Calvitt Clarke Jr., *sec.;* Mary Byrd Lewis, *treas.;* Robert Powell, *art d. Ae's:* Jack D. Lewis, Don Martin, Robert Powell.

Media Dept.: Jack D. Lewis, Shirley M. Bricker, *d's.*

Branch Office:
523 Rushton Rd., Toronto, Can. Selma S. Soble, *mgr.*

Advertising Associates of Philadelphia, Inc.

524 E. Roosevelt Blvd., Philadelphia 20, Pa. Edward Stonehill, *pres.;* Harry Casterlin, *art d;* Rube Blavat, *prod. mgr.;* Howard Dahms, *cpy. chf. Ae's:* Edward Stonehill, Howard Dahms.

Media Dept.: Howard Dahms.

Advertising Associates of Thurston S. Jenkins

Citizens Bank Bldg., Flint 3, Mich. Cedar 5-4440. Thurston S. Jenkins, *o & ae;* Robert D. Jenkins, *prod. mgr.* & *ae.*

Advertising Bureau, Inc.

45 W. 45th St., N. Y. 36. Judson 2-1740. C. T. Sohl, *pres.* & *treas.;* M. S. Mitchell, *sec.*

Advertising Center

P. O. Box 6191, Atlanta 8, Ga. Robert E. Martin, Robert K. Martin, Charles H. Kupfer.

Advertising Company of America

565 W. Washington, Chicago 5, Ill. Dearborn 2-6234.

Advertising Counselors of Arizona

4460 N. Central Ave., Phoenix, Arizona. Crestwood 4-3536. Ivan N. Shun, *o. Ae's:* Ivan N. Shun, James M. Hernly, Rhea Bennett.

Media Dept.: Grace Webb, *d.*

Advertising Design

408 City Hall Bldg., Rockford, Ill. 5-1322. Wesley Soderstrom, *o.*

Advertising Engineers

Daniel Bldg., Tulsa 3, Okla. Luther 4-0316. L. E. Brooks, *pres.* & *ae;* Edmund Zayat, *vp* & *ae;* William J. Albertson, *vp* & *ae;* Floyd Gates, *art d;* Wayne Thompson, *prod. mgr.;* Robert Spears, *rsrch. d.*

Media Dept.: O. B. Badger, b.

Advertising Engineers Corp.

448 South Hill St., Los Angeles 13, Calif. Mutual 5039. Edward R. Halperin, *pres.;* Dorothy Kildare, *vp;* Lillian D'Amelio, *art d;* W. Scott, *rad. d. Ae's:* Keith McMahon, Jack Straus.

Media Dept.: Frances Thomson.

Advertising Enterprises, Inc.

71-72 69th St., Brooklyn 27, N. Y. J. R. Albert, *pres.;* Norma Haskell, *personnel d.;* Myra Albert, *ae.*

Advertising House, Inc.

3 Bernice St., Worcester, Mass. Pleasant 6-4371. Arthur S. Wilder, *pres.* & *treas.*

Advertising In The Americas, Inc.

Roper Bldg., Miami 32, Fla. Franklin 9-4035. Everett A. Clay, *pres.* & *ae.;* George F. Sorgatz Jr., *exec. vp* & *ae;* Michael O'Neil Jr., *sec.* & *treas.;* H. O. Wilson, *personnel d;* Robert Daly, *publ. d* & *pub. rels. d.*

Advertising, Inc.

316 Knight Bldg., Charleston 1, W. Va. Dickens 6-0776; Chas. A. Williamson, *pres.;* Sam G. McEwen, *exec. vp;* D. C. Crummett, *vp;* Paul K. Jordan, *art d;* E. E. Lowe, *ass't art d. Ae's:* C. A. Williamson, Sam G. McEwen, D. C. Crummett.

Advertising Inc. of Washington

1625 Eye St., N.W., Washington 6, D. C. Republic 7-3447. King Pedlar, *pres.;* Charles Isbell, *vp;* Joseph H. Ross III, *vp* & *art d.*

Advertising & Merchandising, Inc.

1100 American Bldg., Dayton 2, Ohio. Adams 5219. Ralph Kaufman, *pres.;* Ralph Neiman, *art d;* Alice Lilley, *rad. d.*

Advertising & Printing Associates

Kinney Bldg., Newark 2, N. J. Ma 2-7231. I. Eisenberg, *prop.*

Advertising Producers-Associated, Inc.

4654 Oakton St., Skokie, Ill. Orchard 4-6200. William H. Schofield, *pres.;* Robert C. Hey, *vp* & *sec.;* H. W. Elkman, *vp* & *art d. Ae's:* William H. Schofield, Robert C. Hey.

Advertising and Publicity Associates

125 E. Wells St., Milwaukee 2, Wis. Broadway 3-5373. E. A. Beyersdorff, *pres.* & *treas.;* R. C. Beyersdorff, *sec.* & *prod. mgr.;* Sherman Dowe, *art d.*

Advertising & Sales Consultants Agency

623 Michel Torrena St., Los Angeles 26, Calif. Gene Franke, *o.*

Advertising Service Agency

Sergeant Jasper Bldg., Charleston, S. C. Raymond 3-1129. M. Bishop Alexander, *pres.;* Paul E. Johnson, *prod. mgr.* & *art d;* William D. Huff, *tv* & *rad.*

Media Dept.: M. Bishop Alexander, *b.*

Advertising Service Bureau

10511 S. Springfield Ave., Chicago 43, Ill. Beverly 8-8623. L. A. McGill, *o., ae;* H. A. Lawson, *prod. mgr.*

Media Dept.: L. A. McGill, *b.*

Advertising Services, Inc.

1640 Wisconsin Ave., Washington 7, D. C. Columbia 5-3558. L. Q. Bradley, *pres.;* H. A. Gardner, *art d.*

Advertising Syndicate of America

900 Keenan Bldg., 643 Liberty Ave., Pittsburgs 22, Pa. Atlantic 1-1673. Robert L. Stevenson, *pres.;* Edward J. Young, *exec. vp;* Lewis L. Silberman, *treas.;* Jacqueline M. Dodge, *ae.*

Advertising Trade Service, Inc.

303 Fifth Ave., N. Y. 16. Mu 4-3800. Ralph B. Halley, *pres., treas.* & *ae;* Robert Morse, *vp, sec.* & *ae;* Leon Gilbert, *vp, prod. mgr., cpy. chf.;* Robert Roth, *art d;* Robert R. Itkin, *rsrch.* & *publ. d* & *ae;* Joseph Kopper, *assoc.*

Media Dept.: Robert Morse, *b.;* Leon

AGENCIES

Gilbert, *b & tb;* Tina Cooper, *b.*

Branch Office:
350 Lincoln Rd., Miami Beach, Fla. Jefferson 8-5387. Gene A. Greenwald, *mgr.;* Bernard Tockar, *art d.*

Advisers, Inc.
71 W. 47th St., N. Y. 36. Plaza 7-1036. Albert Tralins, *pres., treas. & cpy. chf.;* Anne Tralins, *vp & sec.;* Elliott Weiner, *art d;* Nick Pietro, *prod. mgr.*

Agency Service Corporation
66 E. S. Water Street, Chicago 1, Ill. Central 6-5255. Paul E. Foyer, *pres. & treas.;* George P. Hixon, *vp, sec., rad.;* L. O'Hare, *rsrch. d.*
Media Dept.: George P. Hixon, *tb & b.*

Agey Associates, Inc.
1451 N. Bayshore Drive, Miami, Fla. Fr 1-4504. Hoite Agey, *pres.;* J. R. Troxel, *vp;* Henry Plawin, *art & prod. mgr.;* Mary Ann Bogan, *libr.*
Media Dept.: Donna Mitchell, d.

Agricultural Advertising & Research, Inc.
416 E. State St., Ithaca, N. Y. 3376. Roy H. Park, *pres.;* Robert W. Flannery, *vp;* Fred W. Bryant, *sec.;* K. B. Skinner, *treas.*

Aiken Advertising Agency, Inc.
110 W. 40th St., N. Y. 18. LA 4-3895.

Aitkin-Kynett Co.
1400 S. Penn Square, Philadelphia 2, Pa. Rittenhouse 6-7810. H. H. Kynett, *sr. p;* H. A. Medholdt, *p;* George B. Barnard, *p;* Allen C. Smith, *p;* M. E. Goldman, *p;* Al Andrews, *art d;* W. B. Turner, *prod. mgr.;* Edward Goldsmith, *rsrch. d;* H. B. Montgomery, C. W. Eigenbrot, W. J. Culbertson, Thatcher Longstretch, Hal Parshall, Barclay Hallowell, Kenneth M. Spence, John R. Weid, *ae's.*
Media Dept.: Michael Walsh, *rsrch d;* E. M. Gretz, *b & tb.*

Akron Advertising Associates
65 W. State St., Akron 8, Ohio. Franklin 6-3176. Robert E. Wolfe, *mng. p.;* Ralph C. Hitchcock, *mng. p & art d;* Philip Linne, *assoc.;* Peter King, *prod. mgr.;* Evelyn Holvey, *sec. Ae's:* Robert E. Wolfe, Ralph C. Hitchcock, Philip Linne.

R. H. Alber, Inc.
439 N. Larchmont Blvd., Los Angeles 4, Calif. Hollywood 9-8273. Pauline Hagen, *exec. vp;* Evelyn R. Jones, *sec. & treas.;* Cy Jackson, *publ. d;* Fred L. Allen, *ae.*

John M. Alden, Inc.
9 E. 48th St., N. Y. 17. Plaza 1-2420. John M. Alden, *pres.;* Ree E. Alden, *treas.;* Peter Wade, *art d;* Tom Dana, *publ. d.*
Media Dept.: Octavo Gutierrez, *b & tb.*

A. E. Aldridge Associates
The Benson, Jenkintown, Pa. Hancock 4-3201. A. E. Aldridge, *pres.;* D. Merz, *sec.;* D. J. Aldridge, *treas.;* W. Medlin, *art d;* J. McMichael, *prod. mgr. Ae's:* A. E. Aldridge, J. E. Midwood, E. Cotter.
Media Dept.: A. E. Aldridge, *d.*

Alert Advertising Agency
509 National Hotel Bldg., Galveston, Tex. 5-8875. Jack R. Hamilton, *pres. & ae;* Robert W. Hamilton, *vp & ae;* Camille King, *sec. & treas.;* Ashley Hostetter, *prod. mgr. & ae.*
Media Dept.: Robert W. Hamilton, *d.*

H. M. Alexander & Associates
2 Winding Way, Madison, N. J. Frontier 7-4116.

Alexander Advertising Agency
4 W. 40th St., N. Y. 18. Bryant 9-0500. Joseph Kesler, *o.;* Joseph Deutsch, *prod. mgr. & cpy. chf.*
Media Dept.: Joseph Deutsch, *d.*

Alexander Advertising Agency
3200 N. Nevada Ave., Colorado Springs, Colo. Me 3-1771. Robert H. Geddy Jr., *mgr.;* Carl Sturdivant, *art d;* Thomas Harrington, *prod. mgr.*
Media Dept.: Robert H. Geddy Jr., *b.*

Barton Alexander Advertising
2975 N. Reynolds Rd., Toledo, Ohio. Franklin 1891. Barton Alexander, *o.*

Alfred Advertising, Inc.
2213 St. Paul St., Baltimore 18, Md. Be 5-2978, Be 5-7687. Moran McKinless, *pres.;* Mildred McKinless, *exec. vp;* Norton McKinless, *prod. mgr.*
Media Dept.: Agnes M. Roberts.

Allbright Associates
111 W. Jackson Blvd., Chicago 4, Ill. Wabash 2-4797.

Allen Advertising Agency, Inc.
159 E. Chicago Ave., Chicago 11, Ill. Michigan 2-6590. Sander Allen, *pres.;* John J. Mojonnier, *sec., rad. d;* J. Darrill Connelly, *art d;* Dorothy Cooper, *prod. mgr.;* J. J. Mojonnier, *cpy. chf.;* Roseline Erskine, *publ. d. Ae's:* Sander Allen, John J. Mojonnier, Joseph A. Teresi.
Media Dept.: Lois Scheuber, *d & tb.*

Allen Christopher Co.
25 State St., Kestbury, L. I. Murray Hill 8-9445. E. Louis Figenwald, *p, pres. & ae;* Alex F. Courtney, *p, tv prod., d & ae;* Stanley P. Morse, *vp, a d & ae;* David Karp, *prod. mgr. & ae;* Ralph E. Becker, *art d;* Carol M. Orenstein, *cpy. chf. & ae;* Irma Schnell, *rsrch. & publ. d;* Doris Prillo, *compt.;* Ferne Binder, *credit mgr.;* Barbara Russo, *traff. mgr.;* Herbert Ross, *ae.*
Media Dept.: Babe Melter, *tb.*

Branch Office:
30 N. LaSalle St., Chicago 2, Ill. State 2-6387. Herbert Ross, *mgr.*

Allen, Dorsey & Hatfield, Inc.
5010 Sunset Blvd., Los Angeles 27, Calif. Normandy 3-9343. L. E. Hatfield, *pres.;* Milton Dorsey, *vp;* H. H. Allen, *sec. & treas.;* Don Youngman, *prod. mgr.;* L. L. Mason, *art d;* W. E. Inge, *creat. d. Ae's:* L. E. Hatfield, Milton Dorsey, H. H. Allen,
Media Dept.: S. M. Griewe, *b.*

Allen & Reynolds Advertising
1300 Woodmen of the World Bldg., Omaha 2, Neb. Atlantic 4445. Milton H. Reynolds, *p. & ae;* Robert H. Reynolds, *p, treas. & ae;* Quentin H. Moore, *p. & art d;* Milton J. Stephan, *p & tv-rad. d;* Helen C. Moeller, *p & personnel d;* William J. Newens, *p & ae;* Kermit Hansen, *p & ae;* Leslie Hays, *art d;* John Palmer, *prod. mgr.;* Lee Dreves, *creat. d;* Marjorie Seaburg, *traff. mgr.;* Richard C. Hunt, *d mktg. & ae;* William Drager, *rsrch. d;* William Arendt, *publ. d. Ae's:* Edward Whelan, John E. Enis.
Media Dept.: Douglas B. Wall, *d.*

Allenger Advertising Agency
1676 Beacon St., Brookline 46, Mass. Beacon 2-1446. Lenid I. Corlin, *p & cpy. chf.;* Allan Hackel, *p;* Gerald S. Seskin, *p;* Jack K. Lambert, *art d;* Sidney Herman, *rsrch. d. Ae's:* Irving Baldner, Eugene I. Greenwood.
Media Dept.: Allan Hackel, *d;* Gerald S. Seskin, *b.*

Allied Advertising Agencies, Inc.
4643 Beverly Blvd., Los Angeles 4, Calif. Ho 2-0837. Walter F. Gardner, *pres. & gen. mgr.;* Maxine D. Blankenship, *treas.;* Jack Robins, *art d;* Dick Gardner, *prod. mgr., tv & rad. d.*

Allied Advertising Agency, Inc.
100 Boylston St., Boston 16, Mass. Hubbard 2-4100. Howard Shamban, *pres.;* Marc F. Shamban, *vp & prod. mgr.*

Allied Advertising Agency
1302 Ontario St., Cleveland 13, Ohio. Prospect 1-6677. Sanford Schwartz, *pres.;* Aaron S. Fox, Melbourne Schwartz, Ellis Rippner, *sr. vp's;* Howard Freed, *vp;* Eleanor Goldstein, *rsrch d.*

J. Howard Allison & Company
680 W. Peachtree St., N. W., Atlanta, Ga. El 5851, 2, 3. J. Howard Allison Jr., *p & ae;* Mary C. Allison, *p & ae;* Roger Vershon, *art d;* Frank Cason, *traff. & prod. mgr.;* Mrs. Caroyln Johnson, *cpy. chf.* William B. Estes, *ae.*
Media Dept.: Mrs. Betty Carter, *d.*

Allman Company, Inc.
844 Free Press Bldg., Detroit 26, Michigan. Wo 2-8750. L. C. Allman, *pres.;* R. C. Allman, *vp & treas.;* J. Denier, *vp;* Z. Karchevsky, *art d;* A. Valentine, *prod. mgr.;* John Klock, *rsrch. d;* W. Farrell, *rad. d;* J. Land, *tv d;* R. F. Anthony, *publ. d;* J. Dearvang, *acctg.*
Media Dept.: John Klock, *d;* S. Skurda, *b & tb.*

Allmayer, Fox & Reshkin Agency, Inc.
612 West 47th St., Kansas City, Mo. Je 1-1400. Ben N. Allmayer, *pres.;* S. Jerome Reshkin, *exec. vp;* Edward B. Voegele, *administrative d;* Harry King, *art d;* Doris McMichael, *cpy. chf.;* Jan Meier, *tv d;* Walter K. Smith, *prod. mgr. Ae's:* John T. McLean, Robert B. Sabin, Russell D. Farnsworth, George S. Tamblyn, Robert M. Murray, Radford W. Bechtel, Nancy Collet.
Media Dept.: Eugene F. Gray.

Allston Associates, Inc.
116 John St., N. Y. Rector 2-6514. Blenda A. Allston, *pres.;* Bruce R. Abrams, Robert M. Boque, *vp's;* Dorr M. Depew, *vp, banking div.;* Frank M. Jackson, *ae.*

Media Dept.: Bruce R. Abrams.

Ralph Allum Co., Inc.
34 East 51st St., N. Y. 22. Murray Hill 8-6485. Ralph Allum, *pres.;* Eugene Geary, *prod. mgr.;* Lester P. J. White, *sec. & treas.*
Media Dept.: Howard Webb, *d (also mktg. d).*

Almo Advertising Agency
7460 S. Exchange Ave., Chicago 49, Ill. Saul C. Korkin, *pres.;* R. M. Korkin, *vp.*
Media Dept.: Saul C. Korkin, *d.*

David Altman Advertising, Inc.
444 Madison Ave., N. Y. 22. Murray Hill 8-0626. David Altman, *pres.;* Raymond Rose, *art d;* James Connolly, *prod. mgr.*
Media Dept.: Marjorie Tucker.

Altman-Gilbert Advertising Agency
1508½ First Ave., N. E., Cedar Rapids, Iowa. Em 5-3970. C. L. (Chep) Schafer, *pres. & treas.*

Altman-Stoller Advertising, Inc.
254 West 54th Street, N. Y. 19. Judson 6-3036. Max Stoller, *pres. & ae;* David R. Altman, *sec., treas. & ae;* Leon Batin, *vp & art d;* Si Muntner, *prod. mgr.;* Constance Bartel, *cpy. chf.;* Martin H. Landey, Howard W. Chalk, *ae's.*
Media Dept.: David R. Altman, *d;* Celia Reuben, *b.*

Altnow Advertising Company
1411 Fourth Ave. Bldg., Seattle 1, Wash. Elliott 2320. George G. Altnow, *o;* Julia Stalker, *sec.*

Ambro Advertising Agency
333 Dows Bldg., Cedar Rapids, Iowa. Empire 4-4139. Harold J. Rowe, *pres.;* Jean H. Harris, *exec. vp & ae;* Milton L. Kapp Jr., *vp & ae;* Francis C. Gillon, *vp & tv d;* Tom Powers, *creat. d;* A. F. Kucera, *art d;* Robert Young, *prod. mgr.;* A. O. Ambroz, *ae.*

Ambrose & Borrie
601 Bangs Ave., Asbury Park, N. J. Prospect 4-1483. George E. Ambrose, *chmn.;* Melville H. Borrie, *vp;* Mel Barnes, *art & prod. mgr.;* Robert Thompson, *prod. mgr. & ae;* F. Knox, *libr.;* H. Mandell, F. C. Schrier, *ae's.*

American Foreign Language Press
258 Fifth Ave., N. Y. 1. Murray Hill 9-7870. Sigmund Gottlober, *pres. & ae;* Milton J. Pensak, *cpy. chf. & prod. mgr.*

Amundson-Bolstein, Inc.
307 Benson Bldg., Sioux City, Iowa. 5-8986, 5-8969. Robert McBurney, *sec. & treas.;* Don Terwilliger, *rsrch. d.*

Anders Associates
130 E. 56th St., N. Y. 22. Eldorado 5-0885.

Anderson Advertising Agency
108 E. William St., Decatur, Ill. 2-5427. Oscar F. Anderson, *p;* Jean F. Anderson, *p;* Jan Anderson, *ae.*

Anderson & Cairns, Inc.
130 E. 59th St., N. Y. 22. Murray Hill 8-5800. T. Hart Anderson Jr., *chmn. bd.;* John A. Cairns, *pres.;* Karl Knipe, *vp & ae;* James C. Cumming, *vp & ae;* Lansing Moore, *vp & ae;* Thomas R. Vohs, *exec. vp & ae;* Julia Morse, *vp & ae;* Ralph Tanner, *vp & ae;* Abraham Fisher, *treas.;* Harold E. Lester, *ass't treas.;* Sherman Rogers, *cpy. chf.;* Everett W. Hencke, *art d;* Harold Florian, *asso. art d;* Jerry Pecoraro, *prod. mgr.;* Carroll Cronin, *traff. mgr.;* Victor Seydel, *tv & rad. d;* A. W. Burner, *publ. d;* David Hurwood, *rsrch. d;* Roberta Lambrecht, *libr.;* Thomas Garbett, Edmund Ridley, *ae's.*
Media Dept.: Murray Thomas, *d.*

Anderson, Inc.
415 Brainard St., Detroit 1, Mich. Temple 1-0714. Frederick R. Anderson, *pres.;* Charles K. Anderson, *vp;* Anna A. Anderson, *sec. & treas.*
Media Dept.: Frederick R. Anderson, *b.*

John V. Anderson Advertising Agency
856 Insurance Bldg., Omaha, Neb. Ja 2504. John V. Anderson, *pres.;* Keith H. Royer, *vp.*

Anderson-McConnell Advertising Agency, Inc.
731 N. LaBrea Ave., Los Angeles 38, Calif. Douglas E. Anderson, *pres. & ae;* George A. McConnell, *vp & ae;* Kirke Beard, *vp & ae;* Walter Tibbals, *tv d;* John R. Carr, *mktg. d;* Eleanor Heimbeckner, *sec.;* Bob Corey Jr., *art d;* Sanford Sorg, *cpy. chf.;* Harriett Harris, *cpy. chf. Ae's.:* Norman Boroughs, Merv. Oakner, Bruce Altman, Bud Bennett, Bob Smith, Harry J. Wendland, Dorothy Davis Smith, Stuart Heinemann.
Media Dept.: Edith Krams, Faythe Vent.

Merrill Anderson Co., Inc.
142 East 39th St., N. P. 16. Murray Hill 5-3044. Merrill Anderson, *pres.;* Henry P. Sommer Jr., Daniel M. Hodges, *vp's;* Gertrude Conroy, *sec.;* Dorothy Anderson, *treas.;* Earl Bergendahl, *art d;* A. V. Desidero, *prod. mgr.;* Joseph A. Anderson, *ass't. vp;* Edward S. Johnson Jr., *control mgr. Ae's:* George Piggott, Jay DeBow, Charles E. Summerville, James L. MacDonald, Eugene T. McDermott.
Media Dept.: Edward S. Johnson Jr., *b.*

Milton Anderson Company
461 W. 23rd St., N. Y. 11. Wa 9-9176. Milton Anderson, *o. Art d's.:* Matthew Robers, Roy Reinhardt, Alice Coolidge, William Nightingale, Mildred Vizbar; Frank Schweinsberger, *prod. mgr.*

Andes Advertising Agency
2461 Little Pike, Lancaster, Pa. Lo 9-0541. Wm. D. Andes, *principal,* Wm. D. Andes Jr., *prod. mgr.;* John A. Wenger, *ae.*

Andrews Advertising Agency
185 N. Wabash Ave., Chicago 1, Ill. State 2-7753-4. Nicholas Andoniadis, *pres., art d & prod. mgr.;* William J. Tausch, *cpy. chf.;* George Polek, *rsrch. d;* Shirley Anne Wolin, *libr.*
Media Dept.: William J. Tausch, *d.*

Andrews Agency, Inc.
1037 N. Astor St., Milwaukee 2, Wis. Broadway 2-5321. Arnold Andrews, *pres. & ae;* Howard Kenyon, *exec. vp & ae;* Joe Van de Loo, *vp & treas.;* Charles Hathaway, *vp & ae;* Ruth Andrews, *sec.;* A. W. Beier, *art d;* V. E. Gatzow, *prod. mgr.;* Don Orlaska, *rsrch. & rad. d.*
Media Dept.: Don Orlaska, *d;* Ellworth Smith, *b & tb.*

William R. Andrew, Inc.
25 Buick St., Boston 15, Mass. Algonquin 4-2066. Erik van Ladau, *vp & ae;* Beverly Harris, *ae;* Helen Fogel Songer, *copywriter;* Gene Stafford, *ae & pub. rels.*

Angelo Advertising
2303 N. Broadway, Oklahoma City 2, Okla. Regent 6-3325. E. Merial Angelo, *pres., art d & ae;* Edwin J. Angelo, *vp, treas., rad-tv, publ. & personnel d;* Emory R. Johnston, *prod. mgr. & ae;* Janise O'Brien, *libr.*
Media Dept.: E. Merial Angelo, *b;* Edwin J. Angelo, *b.*

Bruce Angus Advertising Agency
420 Lexington Ave., N. Y. 17. Murray Hill 9-4620. Bruce Angus, *prop.;* Emil Leavitt, *vp;* John Barth, *treas.;* Richard Perkins, *art d.*

Claude Aniol & Associates
2700 Transit Tower, San Antonio 5, Tex. Capital 6-9148. Claude B. Aniol, *pres.*

Anthony Co., Inc., or Anthony Advertising Co.
Box 3396, Bellaire, Tex., Houston, Tex. Ma 3-4682. Paul Anthony, *pres.*
Media Dept.: Edna L. Drake, *d.*

Anthracite Advertising Agency, Inc.
410 Scranton Times Bldg., Scranton, Pa. Diamond 7-9328, 2-2907. Lawrence L. Russoniello, *pres.;* I. L. Daily, *sec. & treas.*

Gabriel Antony & Co.
1562 Main St., Springfield 3, Mass. 7-3061. Gabriel Antony, *o;* Wm. J. Schultz, *art d;* S. A. Gardner, *prod. mgr.*

Appelgate Advertising Agency, Inc.
100 Minnestrista Blvd., Muncie, Ind. At 4-7707. M. Ray Applegate, *pres.;* George W. Stout, *vp & admin. d;* Herbert A. Carlson, *vp & ae;* Howard A. Crum, *creat. d;* Lester E. Johnson, *vp & ae;* Harry L. Bird, *vp — plns. & cpy.;* Peter F. Bird, *art d;* W. Milo Carter, *sec., treas.;* William L. Coy, *traff. & prod. mgr.;* June Mull, *publ. d & ae. Ae's:* John B. Lukens, Lenore Silvers, Chester O. Hager.
Media Dept.: W. Milo Carter, *d.*

Irving L. Appleman Co.
333 East 23rd St., N. Y. Murray Hill 9-1290. Irving L. Appleman, *pres.*

Applestein, Levinstein & Golnick Advertising Agency, Inc.
342 N. Charles St., Baltimore 1, Md. Saratoga 7-1166. Leon S. Golnick *pres.;* Cas Applestein, *vp;* Morton Levinstein, *sec. & treas.;* Carroll Remley, *prod. mgr.;* Ernest K. Schultz, *tv & rad. d;* Richard Goertermiller, *art d. Ae's:* Leon S. Golnick, Cas Applestein, Morton Levinstein.

Arbee Agency, Inc.
3227-29 Wabash Ave., Terre Haute, Ind. Crawford 3563. W. Rex Bell, *pres.;* W. L. Smith, *vp & sec.;* F. S. Creasey, *treas.*

AGENCIES

Arbingast, Becht & Associates, Inc.
First National Bank Bldg., Peoria, Ill. 4-6106. W. H. Arbingast, *chmn. bd.;* K. R. Becht, *pres.;* H. P. Blomeyer, *vp & sec.;* Victor R. Vorderstrasse, *art d;* Don Larson, *prod. mgr.;* John L. Fritz, *cpy. chf. Ae's:* W. H. Arbingast, K. R. Becht, H. P. Blomeyer, J. S. Hunter.

Arbogust Company Advertising
228 N. LaSalle St., Chicago 1, Ill. State 2-9151. Wilson Arbogust, Joseph C. Dick, Dorothy Bethke, Gretchen Roberston.

Arcadian Advertising Agency
230 West 41st St., N. Y. 36. Pennsylvania 6-1327. Arthur B. Levine, *o.*

Archer & Woodbury
Sterick Bldg., Memphis 3, Tenn. Jackson 6-4109. Ward Archer, *p;* Harry Woodbury, *p;* David H. Swearinge, James L. Draper, *ae's;* Van L. Hallman, *art d.*

Media Dept.: David H. Swearingen, Mary Ann Robertson, *bs.*

Ardiel Advertising Agency, Ltd.
Hd. Office: 4 Lawton Blvd., Toronto 7, Ont., Canada. Mayfair 6544. Lorne Ardiel, *chmn;* Robert E. Ardiel, *pres. & gen. mgr.;* J. V. Ardiel, *vp;* H. D. Kennedy Adam, *sec.*

Branch Offices:
Toronto Branch: 4 Lawton Blvd., Toronto 7, Ont. Wm. R. Campbell, *ass't to pres., creat. & cpy. div.:* J. V. Ardiel, A. R. Kaiser, R. P. Paterson, C. Compton-Smith, T. A. Steele. *Prod. div.:* M. Brown, Walter Smith; G. Gill, *mgr. prod.;* Miss M. Douglas, *traff. mgr. Media & rsrch. sls. bs.:* W. C. Townsend, Donald Wilson, K. M. O'Donnell. *M. & ae's:* W. R. Campbell, G. A. MacLean, R. M. Stewart, L. A. King, Harry F. Boyd.
Hamilton Branch: 37 James St. S., Hamilton, Ont. 7-9284. S. P. Westaway, *mdse. d;* M. J. Hallas, W. H. Markle, D. R. Potter, *ae's;* J. N. Elliott, *ass't to pres.* in Hamilton.

Media Dept.: M. Bentley, M. I. Waller.

Arenal Agency
Shoemakersville, Pa. Hamburg 2504. Clarence Ritter, *pres.*

Armstrong Advertising Agency, Inc.
176 W. Adams St., Chicago 3, Ill. Franklin 2-5927. John R. Armstrong, John R. Mahon, Philip J. Desmond, Paul B. Morgan, *ae's.*

Armstrong Advertising Agency
1869 W. Belledeer Hills, Tupelo, Miss. Herbert Armstrong, *pres.;* Joan G. Armstrong, *sec. & treas.*

Armstrong Co., Inc.
548 Spreckels Bldg., San Diego 1, Calif. Belmont 3-0101. T. G. Armstrong, *pub. rels. d & ae;* G. E. Vinson, *exec. vp;* Dorothy Koemme, *rsrch d & asst. to ae's;* Todd Smith, *art d;* Patricia Miller, *traff.;* Betty Brown, *libr. Ae's:* Don James, Ray Garcia.

Media Dept.: G. E. Vinson, *exec. in chg.;* Todd Smith, Patricia Miller, Don James, Ray Garcia, *supvrs.;* Dorothy Koemme, *b & tb.*

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Arthur Bandman Advertising

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6363 Wilshire Blvd., Los Angeles 48, Calif. Webster 1-1234. I. C. Dillon.
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Media Dept.: Jane Knapp, *b;* Mary Lee Aufderheide, *ass't b.*

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Media Dept.: Robert McKericher, *vp, ae & exec. in chg.*
8 W. Hargett St., Raleigh, N. C. Temple 4-8903. John B. Mayo, *ae & exec. in chg.*

Bennett & Co., Inc.
701 Forsyth Bldg., Atlanta, Ga. Jackson 5-5857. Leon L. Bennett, *pres.;* Maynard O. Edwards, *prod. mgr.;* Ellen Evans, *tv & rad. d.*
Media Dept.: Maynard O. Edwards, *b.*

Harry Bennett Advertising Agency
3440 Wilshire Blvd., Los Angeles, Calif. Trinity 2391. Harry M. Bennett Jr., *principal;* Joseph Donohue, *rad. d;* Pat Penney, *publ. d.*
Media Dept.: Harry M. Bennett Jr., *d & b.*

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Media Dept.: Mrs. Elizabeth D. Parsons, *d.*
Branch Office:
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Media Dept.: Mrs. Elizabeth D. Parsons—Boston office, *d & b.*

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Media Dept.: *H.* Edward Lehman, *d.*
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Media Dept.: Jane M. Gunther, *tb;* P. Lepovitz, *b.*
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Benson Advertising Service
132 Stearns St., Bristol, Conn.

Benton & Bowles, Inc.
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Media Dept.: David P. Crane, *exec. in chg.;* Lee Rich, *d. Assoc. d's:* M. Kiebler, D. Harris; Hal Miller, *assoc. d. analysis. Ass't d's:* R. Maffei, T. Mahon, L. Currlin, B. Kanner, J. Collins. *Bdcst. b's:* Roger Clapp, Bob Innes, Bob Meyers, Grace Porterfield, Dick Walken, Irv Wilson, Peter Dalton, Hank Linden, Peter Van Steeden, Dave Wedeck,

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Media Dept.: Lois Grant, *d & b;* John F. Leonard, *tb & b.*

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Media Dept.: Winston Hargrave, *d.*

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Media Dept.: Jerry Berghoff, *d tal., d & b;* Jeanne Shaeffer, *ass't d & publ. d.*

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Bergman Advertising Agency
W. J. Bergman, *prop. & prod. mgr.;* Joseph L. Sola, *art d.*

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202 W. 40th St., N. Y. 18. Pennsylvania 6-8915. George Berkowitz, *o, cpy. chf., publ. d & ae;* Patricia Bishop, *rsrch. d & ae;* Herman Letterman, *art d.*
Media Dept.: George Berkowitz, *b.*

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Media Dept.: Jean Zenlowitz, *d.*

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21 E. 40th St., N. Y. 16. Murray Hill 5-8815. Jerome Bernstein, *pres.;* Sara Kay, *sec.;* Peter Reinhardt, *art d.*

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112 West 34th St., N. Y. 1. Lackawanna 4-7711. Theodore H. Bernstein, *o & ae;* Sylvester J. Bernstein, *ae;* Ted Kaufman, *accts. serv. mgr.*
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Media Dept.: Earl Olson, *d.*

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Media Dept.: John H. Van Wart, *d.*

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Ingraham Bldg., Miami 32, Fla. Fr 9-2692. Marshall E. Myler, *gen. mgr.;* Robert W. Hills, *art d;* Edward B. Hollingsworth, *prod. mgr.*
Media Dept.: Edward B. Hollingsworth, *d.*

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Media Dept.: Shirley Sunwall, *d.*
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Siteman Bldg., 111 South Bemiston, Clayton, Missouri. Parkview 5-9355. Robert F. Lee Jr., *mgr.;* Margaret Beesley, *ae.*

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Paramount Bldg., Des Moines 9, Iowa. Cherry 4-9154. N. A. Winter, *vp;* Harvey M. Brown, *mgr;* Lou Clark, *prod. mgr.;* Ray Inman, *art d. A. mgrs.:* Harvey M. Brown, James W. Wright, Robert Moogk.

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Branch Office:
605 Michigan Ave., Chicago 11, Ill. Delaware 7-4190. Lee S. Biespiel, *pres.;* A. C. Norton, *ae.*
Media Dept.: Lee S. Biespiel, *tb & b.*

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Media Dept.: Ralph S. Bing, *d;* Arlene Blank, Eleanor Gregg.

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2235 E. Kessler Blvd., Indianapolis 20, Ind. Market 6680. George M. Binger, *pres.;* Dee Barrett, *sec.*

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Media Dept.: Robert J. Fitzgibbon, *d.*

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Media Dept.: Ronald C. Bishop, *d;* Joan Bishop, *b & tb.*

Bishop Company
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Media Dept.: Natalie Guerra, *supvr.;* Phyllis Paul, *ass't supvr.*

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1618 Main St., Springfield 3, Mass. Republic 7-8564, Republic 7-4313. Arthur Musen, *pres.;* Merle Black, *treas.*
Media Dept.: Stanley Handman, *b.*

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Medical Arts Bldg., Reading, Pa. 3-4267. W. L. Black, *pres.;* O. B. Lewis, *treas.;* James P. Bradbury, *art d;* Ray Leininger, Warren Foly, *ass't art d's;* Richard Reed, *tv & rad. d;* Edward Cleghorn, Willard S. Hager, *ae's.*
Media Dept.: S. M. Zerbe, *b.*

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Media Dept.: Leo Steiner, *d.*

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Media Dept.: Lee Frankel, *d & b;* Claire Crawford, *tb.*
Branch Office:
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Media Dept.: Helen Glucroft, *d.*

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Media Dept.: Edna M. Block, *b.*

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Branch Office:
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Media Dept.: Charlotte Gibons, *d & b.*

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Media Dept.: E. V. Bogert, *d;* Eleanor Roybal, *b.*

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Media Dept.: R. S. Liptak.

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Media Dept.: Louis A. Centlivre, *d;* Louis W. Bonsib, John F. Bonsib, *tbs.*

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Media Dept.: F. Coykendall, *b.*

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261 Madison Ave., N. Y. 16. Oxford 7-2797. Elizabeth Eyerly, *exec. vp.*

Leo P. Bott Jr. Advertising
64 E. Jackson Blvd., Chicago 4, Ill. Harrison 7-9187. Leo P. Bott Jr., *cpy. chf. & ae;* Ed Morgan, *publ d & ae.*

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Boudinot Advertising Agency
3216 Brady St., Davenport, Iowa. 7-7065. Allen R. Boudinot Jr., *pres.;* Richard P. Ritter, *art d.*

Media Dept.: Mrs. Irene Russell, *b.*

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Union Commerce Bldg., Cleveland 14, Ohio. Main 1-6615.

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Media Dept.: Margaret McDermott, *d.*

Bowman & Block, Inc.
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Media Dept.: *tb & b;* Ben Ellison, *b.*

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340 N. Rodeo Drive, Beverly Hills, Calif. Bradshaw 2-2081. Archie Jacobs, *mgr.;* David R. Brown, *ae.*

Fairfield Bldg., Shreveport, La. 3-6124. Morris E. Jacobs, *pres.* (Omaha, Neb.); Walter T. Pfeiffer, *vp & mgr.;* H. G. Anthony, *vp;* E. Euteneuer, *sec. Ae's:* W. T. Pfeiffer, H. G. Anthony, E. W. Guynes, H. H. Chapman, S. C. Pfeiffer.

1016 Baltimore Bldg., Kansas City, Mo. Baltimore 1-4997. Bert Bremson, *mgr.*

421 Caroline St., Houston 2, Tex. Fairfax 3-4106. Morris E. Jacobs, *pres.;* Carlton Storey, *vp, gen. mgr. & ae;* P. L. Pellerin, *vp, prod. mgr. & ae;* Clayton J. Wilkening, *art d;* Betty Zollars, *cpy. chf. & ae;* Joan Parson, *traff.;* Don Martinson, *display d & ae.*

Media Dept.: Joan Parson.

1133 Pillsbury Bldg., 608 Second Ave. S., Minneapolis 2, Minn. Federal 9-8621. Sam Kaufman, *vp & mgr.;* Lloyd Borg, *vp & ae;* Herbert Mason, *prod. mgr. Ae's:* Oreland Johnson, Ned Brandt, Clarke Livingston, Patrick Bowe.

1308 Tower Bldg., Seattle 1, Wash. Mutual 6027. Morris E. Jacobs, *pres.;* R. H. Wensberg, *vp & western mgr.;* Lloyd Stackhousem *vp & ass't mgr.;* Farrell Dunham, *prod. Ae's:* Kenneth M. Benham, E. G. Hines, Mrs. Betty Hoffman, James Morrissey, John Pulsipher.

1803 N. Meridian St., Indianapolis 2, Ind. Walnut 3-4524. Morris E. Jacobs, *pres.;* Ralph B. Roberts, *vp & ae;* Chas. A. Gallup, *vp, mgr. & ae;* Leland O. Patton, *vp & art d;* Burk Friedersdorf, *publ. d & ae;* Marie Ruske, *compt.;* Robert Keene, *prod. mgr. Ae's:* Ernest L. Grosdidier, Richard Lovell, Dean Murphy, Wallace J. Dye.

Media Dept.: Wallace J. Dye, *d.*

2110 N. Charles St., Baltimore 18, Md. Belmont 5-2083. Arthur Booth, *vp & mgr.;* George W. Hawkins, *pub. rels. d;* Pete Torrieri, *ae.*

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1030 Euclid Ave., Cleveland 15, Ohio. Superior 1-7088. Mrs. Frances M. Bracy, *o.*

Bradford Advertising Co.
6521 John R., Detroit 2, Mich. Tr 5-2778. H. F. Bradford, *o.*

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Piedmont Bldg., Greensboro, N. C. Broadway 4-8467. George W. Bradham, *pres.;* Page H. Bradham, *vp;* Henry C. Rowe, *art d;* Harry Jacobs, *ass't art d.*

Media Dept.: Ernestine Bartlett, *b.*

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50 Broad St., Charleston 3, S. Car. 3-2743, 3-2744. R. E. Bradham, *pres.;* Alicia Rhett, *art d;* Betty Lemon, *prod. mgr.;* Marlene Hall, *tv d;* Vivian Ray, *bus. mgr.;* Robert E. Bradham Jr., *ae.*

Bradley, Graham & Hamby Advertising Agency, Inc.
1225 Pickens St., Columbia, S. C. Alpine 3-8559. Cora D. Graham, *pres.;* Jane H. Bradley, *vp;* Lottie D. Hamby, *rsrch. d.*

Media Dept.: Lottie D. Hamby, *d & tb.*

Phil Bradley Advertising
710 N.W. Federal Bldg., Minneapolis, Minn. Atlantic 7274. Phil Bradley, *p;* Florence L. Bradley, *p;* M. Shoop, *art d;* Clarence Fyten, *ae.*

Brady Company
Irving Zuelke Bldg. (Box 588), Appleton, Wis. Regent 4-5743. Richard H. Brady, *pres.,*

treas. & ae; Robert V. O'Brien, *exec. vp & ae;* Richard M. Baker, *vp, publ. d & ae;* Gordon Fisher, *vp & art d;* Elmer Otte, *vp & ae;* Charles E. Prieve, *sec.;* Daniel P. Knowlton, *ass't sec.-treas.;* Edwin Legard, *art d;* Robert Snyder, *traff.;* William M. Fulton, *prod. mgr.;* Marjorie L. Leech, *rsrch. d.*

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15 Westminster St., Providence, R. I. Dexter 1-4115; Dexter 1-5313. Arthur Braitsh, *prop.;* Maureen O'Brien, *sr. vp;* John Lorimer, *ae.*
Media Dept.: John A. Lorimer, *tb & b.*

Michael Brand Associates
12138 Victory Blvd., No. Hollywood, Calif. Poplar 2-6211. Michael Brand, *chmn.*
Media Dept.: Anne Glass, *d.*

Louis A. Brandenburg Advertising
P. O. Box 7121, Tulsa 18, Okla. Riverside 2-4771. Louis A. Brandenburg, *o.*

R. J. Brandenburg Advertising
2012 E. 46th St., Indianapolis, Ind. Clifford 1-5246. R. J. Brandenburg, *pres.;* M. E. Moore, R. E. Toni, *ae's.*

Brandewiede, Wm. Jr. Advertising Agency
3452 Tennessee Ave., St. Louis 18, Mo. Mohawk 4-5860. Wm. Brandewiede Jr., *o.*

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Media Dept.: Martha Barr, Martha Murphy.

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Owen Bldg., Salisbury, N. Car. 900. J. Carson Brandtley, *pres. & rad. d;* A. R. Monroe, *sec. & treas.;* Gladys Dudley, *art d.*

Braun & Miller Advertising Agency
1212 Chestnut St., Philadelphia 7, Pa. Walnut 3-0546.

Jack Brashear Advertising
300 Odd Fellows Bldg., Sacramento 14, Calif. Gilbert 2-6679. Jack Brashear, *o & mgr.;* Melva S. Brashear, *sec. & treas.*

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53 N. Park Ave., Rockville Centre, N. Y. Rockville Centre 4-7500. Vincent J. Bravo, *pres. & ae;* Anthony J. Fontana, *art d;* A. J. Bravo, *ae.*
Media Dept.: A. J. Bravo, b.

Warren K. Bredlow Advertising Agency
2303 Alice St., Dallas 1, Tex. Ri 7-1601. Warren K. Bredlow, *o;* Dave Bennett, *cpy;* Betty Baxter.
Media Dept.: Elizabeth Bredlow

Breig Associates
1715 Walnut St., Philadelphia 3, Pa. Rittenhouse 6-3836, 3837. Jean H. Breig, *pres. & ae;* Margaret K. Zecher, *publ. d;* Cynthia Yeager Dodson, *prod. mgr.*
Media Dept.: Catherine McNellis, *b.*

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Media Dept.: R. C. Breth, Blaine S. Williams, *tbs.*

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Media Dept.: M. E. Klein, *b.*
Branch Office:
400 Foshay Tower, Minneapolis 2, Minn. Federal 3-8101. L. M. Booton, *p, mgr. & ae;* Walter Swanson, *art d;* Walter Erickson, *prod. mgr.;* Frank Tuttle, *tv & rad. d;* Wm. M. Bryngelson, *creat. d. Ae's:* L. M. Booton, Wilton A. Krause, Dene A. Carney, Richard Warren, Richard Peterson, Roger Hickok, Richard Randall.
Media Dept.: Mary Ann Schultz, *b.*

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Brindley-Roth, Inc.
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Media Dept.: M. H. Yodish, *d & b;* R. Benton Brindley, *tb.*

Brinley Advertising Agency
4602 Cedar St., Bellaire 101, Tex. Madison 3-8686; Mohawk 4-4400. J. F. Brinley, *gen. mgr., cop. chf.;* V. H. Brinley, *sec. & treas.;* C. B. Jones, *assoc. art d;* W. A. Carter *assoc. art d;* P. Endicott, *assoc. tv d;* R. G. Dunn, *assoc. rad. d.*

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Bromley Advertising Agency
3821 Harriet Ave., Minneapolis, Minn. Ta 2-8614. Edward St. J. Bromley, *o;* Floyd E. Bromley, *assoc. treas.;* Fred Wilson, *art d.*
Media Dept.: Edward St. J. Bromley, *b.*

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Media Dept.: L. C. Barlow, *d;* H. E. Pengel, *mgr.*
Branch Offices:
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Media Dept.: George Johnston, *mgr.;* F. C. Nordsiek, H. E. Rumble, *d's.* 149 California St., San Francisco 11, Calif. Yukon 6-6836. King Harris, *pres.;* Parker Wood, *exec. vp.*

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Media Dept.: Doris Williams, *d.*
Branch Offices:
1741 N. Ivar, Los Angeles, Calif. Hollywood 9-2911. Harvey West, *vp.*
Media Dept.: Jean Replogle, *exec. in chg.*
East Jefferson at Burns, Detroit, Mich. Valley 2-9700.
52 Vanderbilt Ave., N. Y. Murray Hill 6-1800.

Brookes & Sons Co.
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Media Dept.: Jean Shay, *d & tb.*

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419 Aztec Bldg., San Antonio 5, Tex. Ca 7-3454. Bernard M. Brooks, *pres.;* Arlette Markolf, *sec.;* Al Newman, *prod. mgr.;* Ted H. Fredericks, *tv & rad. d;* Robert E. V. Johnson, *ae.*

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1920 Chestnut St., Philadelphia 3, Pa. Lo 4-1585. Robert H. Brooks, *p;* Lew London, *p.;* Franklin C. Tosh, *art d.*

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Media Dept.: Al Pollard, *exec. in chg.*

S. M. Brooks Advertising Agency
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Media Dept.: Mrs. Mattie Griffith, *b.*

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General Motors Bldg., 4th fl., Detroit 2, Mich. Trinity 2-8250. D. P. Brother, *pres.;* Guy S. Warren Jr., *exec. vp. Vp's:* V. Corradi, F. E. Egan, Walker R. A. Graham, T. J. King, Sheldon Moyer, W. W. Canever; C. J. Rudesill, *sec.-treas.;* Guy S. Warren Jr., T. J. King, *a supvrs.;* V. H. Bergmann, *d mktg.;* L. R. Mange, *vp & art d;* G. M. Williams, *publ. d;* K. G. Manuel, *vp, tv-rad. d;* David B. Rank, *vp & cpy. chf.;* Donald E. Delozier, *prod. mgr. Ae's:* Victor W. Canever, A. C. Cochrane Jr., Sherburne C. Brown, Jack R. Henrickson, Richard H. Iliff, Thomas W. Jipson, David D. Wines, Robert M. Fitzgibbons, John J. Remillet Jr., W. Neil Lewton.
Media Dept.: C. Watts Wacker, *d;* Frank E. Reschke, *art b.*
Branch Offices:
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720 Fifth Ave., N. Y. 19. Columbus 5-1004. Frank E. Egan, *mgr.*

Brough Advertising
301 Lacy Bldg., Dallas 1, Tex. Ri 9081. John J. Brough, *pres.;* Evelyn B. Brough, *vp;* Elizabeth Dotson, *treas.;* Joe Van Benton, *prod. mgr.*

Brown Advertising Agency
Everett Bldg., Akron 8, Ohio. Portage 2-6287. Donald E. Brown, *pres.;* Stewart L. Brown, *vp;* Shirley Dreher, *sec.;* D. E. Smith, *prod. mgr.*

Brown Advertising Services
202 W. 29th St., Baltimore 11, Md. Hopkins 7-6863.
110 W. Fayette St., Baltimore 1, Md. Plaza 2-2350. E. Rice Brown, *pres., treas., prod. mgr. & ae;* H. C. Brown, *vp & sec.;* Alban A. Abrams, *art d & ae;* Charles L. Munnerlyn, *cpy. chf.*

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Media Dept.: Sally J. Walker, *d.*

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Carl S. Brown Co., Inc.
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Media Dept.: Raymond B. Healy, *d;* Rose-Marie Vitanza, *tb;* Richard Trea, *b.*

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Dick Brown Advertising
State Bank Bldg., Laurinburg, N. Car. 1290 or 1111. Sally T. Brown, *sec.*

E. H. Brown Advertising Agency
20 N. Wacker Dr., Chicago 6, Ill. Franklin 2-9494. E. H. Brown, *o & ae;* D. E. Meintzer, *prod. mgr. Art dept.:* Melvin J. Beagle, Earl Westrom. *Cpy. dept.:* E. G. Brown, George D. Johnson. *Ae's:* J. B. Allen, B. M. Campbell, W. A. Vernon, Jim Duffy, Jim Roe, E. H. Brown Jr., C. S. Petersen.

Brown, E. Scott Advertising
33 Kimberly Pl., New Canaan, Conn.

George F. Brown Advertising & Art Service
Cattaraugus, N. Y.

Brown & Gravenson, Inc.
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Media Dept.: Ben Inwood, *d;* Mel Marks, *b.*

Gerald J. Brown Advertising, Inc.
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Media Dept.: Jeanne Clear, *d;* Ethel Hoffman, *b.*
Branch Office:
15 W. 44th St., N. Y. 36. Murray Hill 7-7814.

Burton Browne Advertising
619 N. Michigan Ave., Chicago 11, Ill. Superior 7-7700. Dr. Burton Browne, *pres.;* Paul D. Bezazian, *co-p & treas.;* R. E. Abbott, *vp & gen. mgr.;* Jean Campbell Browne, *publ. d;* Joseph Abbott, *prod. mgr.;* John P. Bezazian, *serv. dept.* Ted Pazdan, *art d;* Guy Cordell, *staff photographer.*
Media Dept.: Mary McIntyre.
Branch Office:
562 Fifth Ave., N. Y. 36. Judson 2-1110. A. D. Adams, *mgr.;* Mark Rice, *art d;* Al Hopin, *serv. dept.*

Galen E. Broyles Co., Inc.
200 Clayton, Denver 6, Colorado. Florida 5-3581. Galen E. Broyles, *pres.;* Robert B. McWilliams, *exec. vp;* C. E. Davis, F. I. Allebaugh, *vp's;* Dorothy L. Cooper, *treas.*
Media Dept.: Maurice R. Bowers, *d.*
Branch Office:
520 S. 13th St., Lincoln, Nebr. 2-8106. Roy Schumacher, *mgr.*

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Media Dept.: Annie P. Surprenant, *d & tb.*
Branch Office:
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420 Lexington Avenue, N. Y. 17. Oregon 9-8744. William E. Brownell, *gen. mgr.;* Jean G. Dickely, *off. mgr.*

Calvin & Co.

2807 N. Grand Blvd., St. Louis 7, Mo. Olive 2-4917. R. H. Calvin, *pres. & ae;* R. D. Trotter, *art d & ae;* L. Reid, *prod. mgr. & ae.*

Carlmenisch Advertising, Inc.

1405 Heyburn Bldg., Louisville, Ky. Juniper 7-0317. Carl Camenisch, *pres.;* Shirley Miller, *sec.-treas.*

Camm, Costigan, Inc.

1324 W. Wisconsin Ave., Milwaukee 3, Wis. Division 2-3055, 3056. Howard D. Camm, *pres., treas. & ae;* John F. Costigan, *vp, sec. & ae;* Dan Bolda, *prod. mgr.;* Allen Rieselbach, *ae.*

Media Dept.: Ann Stravinsky, *d.*

J. M. Camp & Co.

213 West Wesley, Wheaton, Ill. Wheaton 8-8850. John M. Camp, *pres.;* Holger Jorgensen, *vp;* Ruth S. Camp, *sec. & treas.*

Media Dept.: Grace R. Jordan, *tb.*

Campbell-Ewald Co.

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Media Dept.: James N. Hastings, *d.*

Branch Offices:

488 Madison Ave., N. Y. 22. Murray Hill 8-3400. Frank W. Townshend, *vp & mgr.;* Arthur R. Ross, *tv & rad. dept.*

Media Dept.: John A. Blomstrom, *b.*

230 N. Michigan Ave., Chicago 1, Ill. Central 6-1946. Reginald G. Carey, *vp & mgr.;* Earll W. Clements, *vp.*

Media Dept.: John D. Varnier, *b.*

3460 Wilshire Blvd., Los Angeles 5, Calif. Dunkirk 9-1334. Richard C. Francis, *vp & w. cst. mgr.;* Richard W. Byrne, *mgr.,* L. A. office.

235 Montgomery St., San Francisco 4, Calif. Exbrook 2-0145. T. Milburn Johnston, *vp & mgr.*

1 Pryor St., S. W., Atlanta 3, Ga. Jackson 4-3858. Arthur T. Duhaime, *mgr.*

1737 "H" St., N. W., Washington 6, D. C. Republic 7-0015.

Bryan & Bullington Sts., Dallas 1, Tex. Riverside 2-6889. Lorne T. Denton, *mgr.*

4010 Washington Ave., Kansas City 11, Mo. Jefferson 1-5601. Ross C. Morgan Jr., *mgr.*

1750 No. Vine St., Hollywood, Calif. Hollywood 9-2931. Richard L. Eastland, *mgr.;* Willard Hanes, *ae tv & rad.*

441 Vine St., Cincinnati 2, Ohio. Main 1-0500. James E. Defebaugh, *mgr.*

1700 Broadway, Denver 2, Colorado. Keystone 4-4281. Richard H. Katerndahl, *mgr.*

Campbell-Mithun, Inc.

Northwestern Bank Bldg., Minneapolis 2, Minn. Federal 9-7383. Ray O. Mithun, *pres., chmn.-bd. d's;* Lee A. Terrill, *admin. vp;* Arnold C. Aslakson, *vp & cpy. chf. Vp's:* M. Oakley Bidwell, Richard L. Forrest, Alden R. Grimes, B. E. Howard, Kenneth D. Ruble; Arthur H. Lund, *vp & tv-rad. d;* E. W. Turner, *vp & creat. d;* Julian L. Watkins, *vp, chmn. creat. review bd.;* E. S. Brugette, *sec.;* B. N. Sandquist, *treas.;* Evelyn B. Flynn, *off. mgr.;* Earl Kirmser, *pub. rels. d;* Leslie A. Beldo, *rsrch. d;* Oliver Haugen, *mech. prod. mgr.;* Joseph C. Spery, *tv-rad. prod. mgr.;* George S. Ryan, *traff. mgr.;* Duane R. Day, *libr.;* Robert Donnelly, Donald H. Grawert, M. L. Henderson, J. Leo Kennedy, Anne Mary Lawler, Kenneth Oelschlager, *cpy. supvr's;* E. Williams Burke, *exec. ar d;* Cleo W. Hovel, *tv art super.;*

B. Leonard Avery, C. Allen Chatterton, Edwin H. Ryan, *art supvr's;* D. Phillip Bastiansen, *tv art d;* Cyrille DeCosse, Marvin Hartwig, Richard Heyne, L. J. Nolan, Vern Robertson, George Rumsey, *art d's;* George Rumsey, G. F. (Scott) Park, *tv art d's. A Supvr's:* M. Oakley Bidwell, Winslow H. Case, F. Blake Cox, Peter R. Edmonds, Richard L. Forrest, B. F. Howard, E. William Munsell, Robert B. Pile, Kenneth D. Ruble, James E. Smith, Lee A. Terrill, Albert R. Whitman. *Ae's:* Walter J. Angrist, William C. Barber, Robert D. Biegen, Edward C. Boyce, Douglas E. Bronder, Ralph B. Campbell, Nicolas D. Coleman, Thomas E. Dolan, William H. Fuhrer Jr., E. Walter Geckler, Robert L. Jones, Earl P. Kirmser, Fred S. Meyer, Robert J. Nevin, Palmer C. Packard Jr., William H. Prince Jr., Charles R. Strotz, William G. Weigold, Howard R. West, Ralph F. Wittgraf, Robert N. Wold.

Media Dept.: Harry M. Johnson, *d.*

Branch Offices:
919 N. Michigan Ave., Chicago 11, Ill. Delaware 7-7553. Phelps Johnston, *vp & co-mgr.;* G. Bowman Kreer, *vp & co-mgr.;* Perry L. Brand, *vp & a supvr.;* Harry Cordesman, *vp & art d;* William C. Lyddan, *vp & mktg. d;* Arch Macdonald, *vp & creat. d.*
213 Hollywood-Taft Bldg., Holywood 28, Calif. Hollywood 2-0715. Paul Morgan, *gen. mgr.;* Ernest Andrews, *tv-rad. prod. mgr.;* Robert Preston, *ae;* Marguerite Rinck, *off. mgr.;* George T. Miller, *pub. rels.*

Campbell-Sanford Advertising Co.
608 S. Dearborn St., Chicago 5, Ill. Wabash 2-8147. William Smith, *pres.;* Kathryn Smith, *sec.;* K. Metzger Lovelace, *art d.*

Campbell Williams Advertising
29 Jarvis Yawkey Court, Saginaw, Mich. Pleasant 5-8361. James Campbell, *pres.;* Norman Williams, Vernon Williams, *vp's;* Bill Seaman, Jerry Ellis, *ae's.*

Media Dept.: Marlyn Martin, *tb.*

Campbell & Co.
708 Wolverine Bldg., Ann Arbor, Mich. Normandy 2-3205. Trueman F. Campbell, *pres.;* Emerson J. Bowens, *vp;* Carl E. Guldberg, *vp.*

Media Dept.: Trueman F. Campbell, *exec. in chg.*

Solis S. Cantor Advertising Agency
1831 Chestnut St., Philadelphia 3, Pa. Locust 4-1664. Kathryn E. Cantor, *exec. vp;* Margaret McGonigle, *treas.;* Robert Hersh, *art d.*

Capital Advertising, Inc.
528 N. Washington Ave., Lansing, Mich. Iv 49915; 75756. Maynard Hill, *pres.;* Earl A. McIntyre, Wilbur M. Seelye, *vp's;* Margaret McD. Hill, *sec. & treas.;* Karlene Noverr, *libr. Ae's:* A. Mark Battaglia, D. Bruce Anderson.

Media Dept.: Mark Battaglia, *d.*

Capitol Advertising Agency, Inc.
370 Seventh Ave., N. Y. Pennsylvania 6-6551. John J. Barry, *pres. & ae;* Louis P. Greenberg, *vp, sec. & ae;* Ken Fowler, *art d;* William E. Hedler, *prod. mgr., cpy. chf. & ae.*

Media Dept.: William E. Hedler, *d.*

Caples Co.
216 E. Ontario St., Chicago, Ill. Superior 7-6016. R. N. Hartsing, *pres.;* J. E. Erickson, *sr. vp & ae;* D. J. Powers, *exec. vp & ae;* M. T. Martin, *exec. vp & ae;* R. M. Lloyd, *vp & ae;* R. N. Hartsing Jr., *vp, sec., treas. & ae;* M. B. Day, *rsch d;* W. A. Aldrin, *art d;* O. Corrill, *prod. mgr. Ae's:* N. E. Anderson, R. A. Hansen, J. P. Hotchkiss, F. H. Kemper, E. J. Lewinski, L. M. Roush.

Media Dept.: H. M. Taylor, *d;* M. Convery, *tb.*

Branch Offices:
10 E. 40th St., N. Y. Murray Hill 4-6800. Hudson F. Meyer, *vp in chg. & ae;* Joseph Aspinall, *vp & ae;* G. Kaiser, *vp & ae;* A. W. Schwietzer, *art d;* N. C. Fay, *prod. mgr.;* J. A. Tery, *tv-rad. d. Ae's:* D. Davidson, J. D. Slattery, J. Gannon.

Media Dept.: R. D. Foster, *d.*
1504 Dodge St., Omaha 2, Neb. Jackson 7795. L. M. Branch, *vp in chg. & ae;* G. M. McCulloch, *vp & ae;* B. M. Gottsch, *prod. mgr.;* J. D. Farris, R. H. Galley, *ae's.*
301 S. Kingsley Drive, Los Angeles 5, Calif. Dunkirk 7-4255. R. R. Rullman, *vp in chg. & ae;* M. E. Welborn, *vp & ae;* James F. Benson, *art d;* J. Cruickshank, *prod. mgr. Ae's:* J. P. Cooney, John C. Daly, G. H. Koenig, M. J. Curry, S. Ewing, W. H. Story.

Media Dept.: Nina Dallair, *d.*
519 S. Third Ave., Portland 4, Oregon. Capitol 6-2981. Robert J. Livingston, *vp in chg.;* Herbert Heywood, *art d.*

Media Dept.: Lesley Richardson, *d.*

Cargill & Wilson, Inc.
11 S. Second St., Richmond, Va. 3-3485. James N. Cargill, *pres., treas. & ae;* Robert A. Wilson, *vp, sec. & ae;* Edward Acree, *vp & ae;* Alfred M. Cascino, *art d;* James R. Hughes, *prod. mgr.;* John del Cardayre, *cpy. chf.;* Robert C. Hall Jr., *rsrch. d;* E. Manning Rubin, *tv-rad. d;* Robert H. Kline, *pub. rels. d & ae;* Welford Harris, *personnel d;* Robert H. Kline, *ae.*

Media Dept.: Robert C. Hall Jr., *d;* E. Manning Rubin, *tb & b.*

Fred D. Carl Advertising
1019 High St., Des Moines, Iowa. Atlantic 2-5951. Fred D. Carl, *o.*

Milton Carlson Co.
3450 Wilshire Blvd., Los Angeles 5, Calif. Dunkirk 8-9464. Milton V. Carlson, *pres., tv & rad. d & ae;* Jeanette Miller, *prod. mgr.;* Sterling Blakeman, *cpy. chf. & ae;* James J. Kilian, *ae.*

Media Dept.: Ruth Johnson, *d.*

Carney Advertising Agency, Inc.
238 W. Wisconsin Ave., Milwaukee 3, Wis. Broadway 2-3008; 2-3009. W. G. Carney, *pres., treas., tv d & ae;* L. Mershon, *vp;* Ann Herzer, *vp;* D. W. Mershon, *sec. & ae;* M. G. Carney, *mgr.;* Edward Musial, *art d;* Muriel Anderson, *tv d;* W. H. Hotchkiss, *off. mgr.*

Branch Office:
3757 Wilshire Blvd., Los Angeles 5, Calif. Dunkirk 2-2301. M. G. Carney, *mgr.*

Carpenter Advertising Co.
1220 Huron Road, Cleveland 15, Ohio. Ma 1-1570. A. J. Carpenter, *pres. & treas.;* F. F. Lamorelle, *vp & ae;* M. W. Carpenter, *sec.;* John R. Schmunk, *rad. d & ae.*

Media Dept.: G. W. Denny, *b.*

Carpenter-Proctor, Inc.
605 Broad St., Newark 2, N. J. Market 3-7964. Gilbert S. Carpenter, *pres.;* Barron R. Proctor, *exec. vp;* John V. Matthews, *vp & creat. d;* Douglas J. Turner, *vp;* Thomas Hill Stewart, *publ. & rels. d;* John J. Conlon, *prod. mgr.;* N. M. Knaup, *cont.*

Media Dept.: T. A. Curran, *b.*

Clinton D. Carr & Co., Inc.
2505 N. Charles St., Baltimore 18, Md. Clinton D. Carr, *pres.*

Media Dept.: Ray Gaeng.

Ray Carr Organization
Citizens Bank Bldg., Portland 14, Oregon. Belmont 5-2177. Ray Carr, *pres. & ae;* A. B. Carr, *vp;* Doris Chester, *sec.;* L. T. Williams, *prod. mgr.;* C. R. Stafford, *cpy. chf. & ae. Ae's:* Bill Hastings, Marvin Knudson.

Howard Carraway Advertising
Box 11386, Ft. Forth, Tex. Fo 2922. Howard Carraway, *pres.;* Mary H. Carraway, *vp & cpy. chf.;* Charles Croxton, *art d & prod mgr.*

W. M. Carroll Advertising Agency
17th at Stout Sts., Denver 4, Colo. Main 3-1072. W. M. Carroll, *mgr.*

Carson-Roberts, Inc.
8811 Alden Drive, Los Angeles 48, Calif. Bradshaw 2-8366. Ralph Carson, *pres. & ae;* Jack Roberts, *creat. d;* Tony Haller, *art d;* Sid Kahn, *prod. mgr.* Lynn Medberry, *fash. d & ae; Ruth Siegel, special events;* June Barth, *publ. d;* Beverly Swartz, *libr.;* Barbara C. Wood, *fash. art d;* Charles T. Day, *hd. finish art;* Cy Schneider, D. H. Steele, *ae's.*

Media Dept.: Beverly Plotkin, *b.*

Carter Advertising Agency, Inc.
912 Baltimore Ave., Kansas City 5, Mo. Harrison 1-1356. Charles W. Carter, *pres. & ae;* William G. Rowe, *exec. vp & ae;* Fred Klemp Jr., *vp & ae;* Curtis C. Bogash, *vp & ae;* M. J. Dahlin, *sec. & treas.;* Bob Holloway, *art d;* Jim Avery, *cpy. d;* Ward McDonald, *prod. mgr. & traff. mgr.* Roy Reel, *ae.*

Bert Carter Advertising
Westkill, N. Y. Lexington, N. Y. 2061. Bert Carter, *o.*

Lincoln J. Carter Advertising Agency
216 W. Washington St., South Bend 1, Ind. Ce 2-3391. Lincoln J. Carter, *o;* Vera Warmbrod, *sec. Ae's:* Keith A. Klopfenstein, John J. Futter.

Cary-Hill, Inc.
2213 Grand Ave., Des Moines, Iowa. Cherry 4-9161. James L. Hill, *chmn. bd.;* D. J. Hill, *vp;* Ben J. Gibson, *vp;* Robert S. Townsend, *vp;* James K. Dysart, *sec.;* James R. Stevenson, *art d;* George Opperman, *ass't art d;* Lillian Davis *bus. mgr. & ass't to pres.;* Donna DeCamp, *tv & rad. d;* Alan Morgan, *cpy. d;* Ray Koenigs, *prod. & traff. mgr.;* Joan Anderson, *libr.;* Ben Gibson, Ray J. Koenigs, Virgil D. Clark, *ae's.*

Media Dept.: Ben J. Gibson, *exec. in chg. & b;* Ray J. Koenigs, Virgil D. Clark, *b's.*
VFW Bldg., Suite 316, 406 W. 34th St., Kansas City, Mo. Plaza 3-2040. R. S. Townsend, *vp & gen. mgr.*

Media Dept.: R. S. Townsend; Barbara Britain, R. S. Townsend, C. R. Moon, *supvrs.* 104 S. 38th Ave., Omaha, Neb. Glendale 9410. Gene Cuddeback, *exec. in chg. Ae's & bs.:* Gene Cuddeback, Joe Kelly, Keith Royer.

Arthur L. Casden Associates
10435 Burbank Blvd., N. Hollywood, Calif. Stanley 7-4348. Arthur L. Casden, *pres.;* Jack Moore, *vp;* B. Davis, *art d;* Ed Borgeson, *ae.*
Media Dept.: S. McKinley, *d.*

Roger T. Case Associates
530 W. 4th St., Long Beach 12, Calif. Hemlock 7-3503. Roger T. Case, *o.*
Media Dept.: Roland L. Coltrane, *b.*

Casmir Advertising Co., Inc.
551 Fifth Ave., N. Y. 17. Murray Hill 2-2014. David C. Casmir, *pres., treas. & ae;* Marvin Casmir, *sec., prod. mgr. & ae;* William E. Burgess, *art d;* Nancy B. Wooten, *cpy. chf. rad. d & ae.*

Cassel Advertising
1182 Broadway, N. Y. 1. Oregon 9-4470-1. Gilbert A. Cassel, *pres.;* Mary Cassel, *cpy. chf.;* Stockman S. Barner, *publ. d.*
Media Dept.: Gilbert A. Cassel, *d.*

Castner Associates, Inc.
7 Woodrow Ave., Sinking Spring, Pa. 8-1783. Charles S. Castner, *chmn., pres. & ae;* Elsie K. Castner, *vp;* William P. Eckenroth, *sec.;* George I. Hartman, *treas.;* Daniel Steiner, *art d;* G. Quentin Minker, *prod. mgr. & ae.*
Media Dept.: Anne E. Yerger, *d.*

Cavalier Advertising Agency of Norfolk
711 Boush St., Norfolk 10, Va. Madison 2-7088. Daniel Goldman, *p;* Ira Davidoff, *p;* William C. Credle, *art d;* Janet E. Williams, *sec.;* Fay Nichols, *cpy. chf.*
Media Dept.: Audrey Lea Storey.

Frederick L. Cavally Advertising Agency
3055 Fairfield, Cincinnati 6, Ohio. Wo 5744. Frederick L. Cavally, *counselor.*

Cavanaugh, Morris Advertising
2994 W. Liberty Ave., Pittsburgh 16, Pa. Locust 1-7616. Howard D. Morris, *pres.;* Loraine Steffens, *vp;* L. B. Cavanaugh, *rsrch. d.*
Media Dept.: L. B. Cavanaugh, *exec. in chg.;* Neil Hyman, *tb. & b.*

Cayton, Inc.
9 E. 40th St., N. Y. 16. Lexington 2-1711. William D'Arcy Cayton, *pres. & ae;* D. R. Roberts, *sec.;* Pat Croft, *mchdsg. d;* Bob Lee, *art d;* Fred Ladd, *creat. d & ae;* Charles Dunn, *publ. d;* M. Brian, *rsrch. d.*
Media Dept.: Hy Crandall, *d;* S. Luchs, *tb;* Lee Dalia, *b.*

Rex Ceder Advertising Agency
32 Broadway, N. Y. 4. Hanover 2-4040. Rex Ceder, *propr.*

Centex Advertising Agency
117½ S. 6th St., Waco, Tex. 4-4262. A. L. Haster, *p, prod. mgr.;* Thomas J. Suits, *p, cpy. chf., rad. d.*
Media Dept.: Thomas J. Suits, *d, b & tb.*

Central Advertising Agency
111 W. North St., Lima, Ohio. Ca 5-8821. Martin C. Nellis, *pres. & ae;* William J. Renz, *vp;* James M. Nellis, *sec. & ae;* R. H. Moore, *treas. & ae;* Loree Baumgardner, *art d;* Ted Bunn, *ae.*
Media Dept.: Ted Bunn, *d.*

Central Advertising Corp.
817 Board of Trade Bldg., Indianapolis, Ind. Melrose 7-4731. G. Vance Smith, *pres.;* Vance Smith Jr., *vp.*
Media Dept.: G. Vance Smith, *d.*

Central Advertising Service
30 E. Adams St., Chicago 3, Ill. Central 6-2290. Maury J. Lieber, *o & ae;* P. A. Lieber, *ae.*

Chamberlin-Junk Advertising, Inc.
5333 Coldwater Rd., Ft. Wayne, Ind. E-4882. J. J. Chamberlin, *pres.;* Cletus Junk, *sec. & treas.*

W. Craig Chambers, Inc.
513 Second Ave., Pittsburgh 19, Pa. Atlantic 1-4028. W. Craig Chambers, *pres.;* Harold A. McCoy, *vp;* Raymond Palket, *ae;* Jo Ann Sisley, *bkkpr.*
Media Dept.: W. Craig Chambers, Harold A. McCoy, Raymond Palket, *tb's.*

Chambers, Wiswell, Shattuck, Clifford & McMillan, Inc.
250 Park Square Bldg., Boston 16, Mass. Hubbard 2-7950. George C. Wiswell, *chmn. bd.;* Benjamin Shattuck, *pres.;* Robert L. McMillan, *sr. vp consumer mktg.;* J. Nelson Clifford, *sr. vp of industrial mktg.;* George J. Chambers, *chmn. exec. comm.;* George C. Wiswell Jr., *vp & ass't to pres.;* B. Rance Flanagan, *vp & creat. d;* Nathaniel H. Sperber, *vp & pub. rels. d;* David S. Garland, *vp of consumer plans;* Flavel D. Ray, *vp of industrial plans;* Charles H. Pinkham, *vp & rsrch. d.;* Donald A. Marsden Jr., *vp—optns.;* Eugene Kilham, *tv & rad. d;* Patricia A. Caoutte, *ass't.*
Media Dept.: Donald A. Marsden Jr., *exec. in chg.;* Eleanor M. Hoey, David M. Guinee, *print supvrs.*

Florence Champlin Advertising
3641 Henderson Blvd., Tampa, Fla. 7-2111. Florence Champlin, *pres.;* Maryon Perkinson, *sec.;* Virginia Cosgrove, *cpy. chf.*

Leo Chanin Advertising Agency
300 Albany Ave., Brooklyn 13, N. Y. Hyacinth 3-0855. Leo Chanin, *o.*

Chapin-Damm Advertising
1412 S St., Sacramento 14, Calif. Gilbert 1-6111. Robert S. Chapin, *pres.;* Gertrude E. Damm, *sec. & treas.;* Earl Warner, *art d & prod. mgr. Ae's:* Robert Chapin, Martin D. Wickett, Robert Cline.
Media Dept.: Gertrude E. Damm, *b.*

Chapman-Nowak & Associates, Inc.
824 State Tower Bldg., Syracuse 2, N. Y. Ha 2-9279. Dene B. Chapman, *pres. & ae;* Donald G. Nowak, *vp, treas. & ae;* James Quinn, *sec.;* Maurice Harvey, *art d;* Raymond F. Clover Jr., *prod. mgr.;* Virginia Krick, *ass't treas.;* W. Worth Ware, *publ. d & ae;* Gloria Romeo, *ae.*
Media Dept.: Virginia Krick, *d.*

Charles J. Charney & Co., Inc.
101 W. 55th St., N. Y. 19. Plaza 7-0955, 6. Charles J. Charney, *pres.;* Alvin George, *treas.;* Melvin H. Levy, *sec. & cpy. chf.;* Arthur Abrams, *art d;* Pauline Greene, *publ. d.*

Chelsea Advertising, Inc.
112 E. 19th St., N. Y. 3. Algonquin 4-3773. Max Sinowitz, *pres.;* Sylvia Poloner, *sec.;* Marvin Geller, *art d. Ae's:* Max Sinowitz, Gladys Bentley.

Chernow Advertising Agency, Inc.
53 E. 34th St., N. Y. 1. Mu 5-3815. Sam Chernow, *pres. & ae;* Sanford Maizel, *vp & ae;* Irene Mercado, *cpy. chf.*

Chesman, Nelson, Co.
240 E. 11th St., Chattanooga 1, Tenn. 6-4942. Richard H. Leiper, *pres., prod. mgr., cpy. chf., tv-rad. d;* John A. Goss, *sec., treas. & art d;* Van Campbell, *ae.*
Media Dept.: Richard H. Leiper, *d, b & tb;* Vann Campbell, *d.*

Chester Service
17 William St., Newark 2, N. J. Market 3-5275; Ma 3-4627. Charles S. Weiss, *o, prod. & cpy. chf.;* Mary Podlas, *sec.;* Ben Garry, *art d;* Irving Keyes, *artist,* Robert P. Weiss, *a rep.*

Chew, Harvey & Thomas
Three Penn Center Plaza, Philadelphia 2, Pa. Locust 7-4445. Samuel Chew, *p;* William S. Harvey, *p;* Edmond G. Thomas, *p;* Anthony Trezza, *art d;* George Gould, *prod. mgr.*
Media Dept.: Margaret M. Scepansky, *b., consumer.*

Chicago Advertising Agency
20 W. Jackson Blvd., Chicago 4, Ill. Webster 9-4240. Simon Levin, *pres.:* Morris E. Snow, *ae.*

James Thomas Chirurg Co., Inc.
Park Square Bldg., Boston 16, Mass. Hancock 6-7310. J. T. Chirurg, *chmn.;* L. J. Hardiman, *treas.;* Scott Costello, *vp, gen. mgr. & ae;* Howard G. Sawyer, *vp & mktg. d;* Prescott Winkely, *rsrch. d;* R. Gaeta, *mgr. plns. serv. dept.;* Charles Harrell, *tv-rad. d;* B. Houston, *traff. mgr.;* Gilbert Williams, *creat. d;* Frank J. Balduzzi, *art d;* Raymond Pinet, *ass't art d;* R. D. Sisson, *prod. d;* J. J. Slein, *mchdse. d & ae. Ae's:* H. W. Welch, M. Freeman, Stanley B. Lindh.
Media Dept.: Jackson L. Parker, *d.*
Branch Office:
Chanin Bldg., N. Y. 17. Murray Hill 7-5040. W. L. Shepardson, *pres.;* D. W. Jackson, *vp, gen. mgr. & ae;* Charles Patterson, *rsrch.;* Russell LaDue, *cpy. chf.;* Richard Field, *art d;* R. A. Menzl, *prod. mgr.;* L. H. Brendel, *mchdse. d & ae;* C. P. Fritzsche, *traff. mgr.;* C. W. Reinhart, *ae.*
Media Dept.: Charles Patterson.

Walter S. Chittick Co.
1212 Chestnut St., Philadelphia 7, Pa. Wal-

nut 3-0637. Walter S. Chittick Jr., *o;* Ben K. Grim Jr., *art d;* Charles D. Ledyard, *prod. mgr.;* Freda Schell, *traff. mgr.;* J. W. Wynkoop, *ae.*

Fred J. Chlupp Associates, Inc.
606 W. Wisconsin Ave., Milwaukee 3, Wis. Broadway 6-3354. Fred J. Chlupp, *pres.;* Harold F. Chlupp, *sec. & treas.*

Christiansen Advertising Agency, Inc.
135 S. LaSalle St., Chicago 3, Ill. Central 6-2484. H. E. Christiansen, *pres. & ae;* Raymond J. Rezek, *vp & ae;* John Suttner, *vp;* Frank Nickel, *art d;* James Green, *tv-rad. d & ae;* James L. Rolenec, *prod. mgr.;* Vira Bartell, *traff. mgr.;* Larry Woolf, *tv-rad. prod.*
Media Dept.: Martin Fritz, *d;* Pat Bird, *tb.*

Robert Christopher Agency, Inc.
20 N. Wacker Drive, Chicago 6, Ill. Randolph 6-7000. Robert J. Christopher, *pres.;* T. W. Blakeslee, *vp, tv-rad. d & ae;* L. H. Christopher, *treas.;* Robert L. Stump, *art d;* Hayes Smythe, *publ. d & ae.*
Media Dept.: Frieda M. Knott, *b.*

Church & Guisewite Advertising, Inc.
121 McDonald St., Midland, Mich. Temple 5-7111. John A. Church, *pres.;* William L. Guisewite, *sr. vp.*

Clair & Meyer Advertising
728 Fifteenth St., Denver 2, Colo. Acoma 2-0556. Don Clair, *p;* Forrest G. Meyer, *p.*

Clark & Bobertz, Inc.
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Media Dept.: R. J. Terbrueggen, *d;* Ruth Speelman, *b.*

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Media Dept.: Richard Faust, *b.*
Branch Office:
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Media Dept.: Richard G. Clothier, *exec. in chg.;* Beth Rawson, *supvr. contracts, orders & records.*

John P. Clark Advertising Co.
418 Olive St., Suite 310, St. Louis 2, Mo. Ce 1-8021. John P. Clark, *pres.*

Clausel Co.
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75 E. Wacker Drive, Chicago 1, Ill. Dearborn 2-3731. Sidney Clayton, *mng. d;* George Mrazek, *rsrch. d;* H. A. Eastman, *creat. d;* W. H. Falstein, Richard Hazlett, *acct. mgr's.*
Media Dept.: George Mrazek, *exec. in chg.*

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Media Dept.: George Davis, *d.*

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Media Dept.: Katherine E. King, A. L. King.

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Coggins Advertising Agency
Stahlman Bldg., Nashville, Tenn. Chapel 2-6481. Charles U. Coggin Jr., *o.*

Eli Cohan Advertising Agency
1423 E. McMillan St., Cincinnati 6, Ohio. Plaza 1-4050. Eli Cohan, *o;* Robert Cohan, *prod. mgr. & b.*

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William Cohen Advertising Agency
Park Bldg., Pittsburgh 22, Pa. Atlantic 1-2746; 1-6625. William Cohen, *pres.;* Jewel Cohen, *vp;* Ralph Nordeck, *art d;* George Denhart, *assoc. member;* Louis Samu, *art & prod.*

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Media Dept.: Herbert W. Cohon, *d.*

Cole Advertising
213 Masonic Bldg., Des Moines 9, Iowa. 4-8173, 4. James L. Cole, *sole propr.*

Cole & Co.
Sterick Bldg., Memphis 3, Tenn. 5-3604, 3605. E. I. Harding Jr., *principal;* Harold M. Robinson, *ae.*

Cole, Fischer & Rogow, Inc.
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Media Dept.: Arthur A. Fischer, *d.*
Branch Office:
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L. C. Cole Co., Inc.
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Media Dept.: Sherman U. Rogers, *d;* Jewel Freifels, *b.*

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Branch Office:
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Media Dept.: Edna Erickson, *d.*
206 Tacoma Bldg., Tacoma, Wash. Fulton 2311. Dan Gerber, *mgr.;* M. E. Harrison, *ae.*

Maurice C. Coleman & Associates
Henry Grady Bldg., P. O. Box 7261, Station O, Atlanta 5, Ga. Main 4012. Maurice C. Coleman, *pres.;* Elsie J. Kimmel, *sec. &*

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Clark Collard Advertising Agency
2506 W. 8th St., Los Angeles 57, Calif. Dunkirk 7-3388. Clark Collard, *o;* Richard Halbert, *ae.*

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Ray Coller Advertising Agency
2499 Green Way S, St. Petersburg, Fla. 5-7737. Ray Coller, *o.*

Colonnade Advertising Agency
430 Lafayette St., N. Y. 3. Spring 7-3571.
Media Dept.: Kathryn A. Bloomfield, *b.*

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122 E. 42nd St., N. Y. 17. Oxford 7-2250. Wendell P. Colton, *Chmn. bd.;* Wm. J. McDonald, *pres. & ae;* W. P. Colton Jr., *exec. vp, treas. & ae;* A. H. Mossman, *vp & ae;* J. F. McDonald, *vp, sec. & ass't treas.;* Graham B. Wilson, *cpy. chf.;* George C. Stengle, *prod. mgr.;* Benno W. Kreischer, *art d;* George E. McGrath, *d pub. rels. Ae's:* Foxhall Finney, C. E. Lawford.
Media Dept.: Monica M. Donnelly, *d.*

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Media Dept.: Donald P. Spalding, *d.*

Columbian Advertising Agency
6806 Melrose Ave., Los Angeles 38, Calif. Tork 7151. Harold Weislow, *o;* Arthur Beeman, *art d.*

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Media Dept.: Edna Steinhauser, *d & b.*

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Media Dept.: Lillian Kay, *b.*

Commerce Advertising Agency
16 W. 40th St., N. Y. 18. Bryant 9-0050. Joseph Kesler, *o;* Jerome Martin, *art d & prod. mgr. Ae's:* Miss A. Penny, Percy Brower, Faith Gardiner, Mortimer Posner, Ruth Mckee.

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Media Dept.: A. Zeiss, *d.*
Commerce Bldg., 744 N. 4th St., Milwaukee 3, Wis. Broadway 1-9475. Ray Gomber, *mgr.*
Media Dept.: Ray Gomber, *exec. in chg.*
8733 Sunset Blvd., Los Angeles 46, Calif. Crestview 4-7548. Waldo H. Hunt, *vp;* Alvin Kabaker, *vp, tv-rad.*
Media Dept.: J. Carroll, *d.*
703 Market St., San Francisco, Calif. Garfield 1-4854. Thomas Santacroce, *vp chg. w. cst. optns.;* Norman E. Mork, *vp & mgr.*
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Media Dept.: Herbert E. Moore, *d.*

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Conley, Baltzer & Steward
494 Jefferson St., San Francisco 9, Calif. Prospect 6-2884. Robert W. Conley, *pres.;* William A. Steward, *vp, treas. & art d;* William Baker, *sec. & prod. mgr.;* John Trimble, *ae.*
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Conley Co.
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Media Dept.: Ralph Weinstock, *exec. in chg. & b;* Bentley Morris, *tb.*

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Branch Office:
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Media Dept.: Bernadette Stack, *b.*

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Media Dept.: J. P. Sullivan, *d.*

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200 S. Main St., Mishawaka, Ind. Blackburn 5-8884. John J. Rhodes, *o, bus. mgr.;* Robert A. Rhodes, *prod. mgr.*

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Media Dept.: Irving Herz, *tb & b;* Virginia Ruggiero, *d & b.*

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1003 Main St., Kansas City 5, Mo. Baltimore 1-7125. W. P. Cooper, *ae;* Camilla H. Cooper; *p, prod. mgr.*

Allan J. Copeland Advertising
75 E. Wacker Drive, Chicago 1, Ill. Central 6-8586. Allan J. Copeland, *o;* Howard Garmitz, *assoc.*

Copley Advertising Agency, Inc.
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Cosby & Cooper
235 Montgomery St., San Francisco 4, Calif. Wilson B. Cosby, *o;* Herb Williams, *art d,*

Media Dept.: N. Ballenger, *d.*

Cose Advertising Agency
245 Parkview Ave., Bronxville 8, N. Y. Deerfield 7-0022. Alfred S. Cosentino, *o, art d & ae;* L. V. Colbert, *sec. & treas.;* R. A. Paladore, *prod. mgr.;* L. C. Cosentino, *cpy. chf.*

Cotter Advertising Agency
120 Boylston St., Boston 16, Mass. James J. Cotter, *pres.*

Couchman Advertising Agency
25½ Highland Park Village, Dallas, Tex. Lakeside 6-3888. Albert Couchman, *o.*

Media Dept.: Mitch Lewis, *d.*

Coulter & Coulter
Majestic Bldg., San Antonio 5, Tex. Capitol 6-1852. Robert G. Coulter, *p;* V. C. Coulter, *p & prod. mgr.*

Media Dept.: Robert G. Coulter, *b.*

Coventry, Miller & Olzak, Inc.
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Lawrence S. Covington Advertising Agency
Belleview Tower-43rd & Belleview, Kansas City, Mo. Logan 1-8522. L. S. Covington, *o & ae;* Byron D. Gash, *art d;* Mrs. Jeanine Koger, *traff. mgr.;* Carl Shipiro, *cpy. chf.;* Diane Pickering, *serv. d;* David L. Goldsberry, *ae.*

Media Dept.: Mrs. Nancy Odor, *b.*

Morton H. Cowen Advertising Agency
120 S. Reeves Drive, Beverly Hills, Calif. Crestview 6-1031. Morton H. Cowen, *o;* Dorothy Cowen, *sec;* Herbert Cornell, *ae.*

Cox Advertising
1207 Pendelton St., Columbia 1, S. C. Alpine 2-5340. Jane Cox Oliver, *o & mgr.;* Clyda D. Armstrong, *libr.*

Cox & Jackson Advertising Agency, Inc.
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Media Dept.: D. E. Jackson, *d;* Margaret Smith, *b & tb.*

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Media Dept.: T. McFarland, *d, b & tb;* Ross Torreson, *b.*

Cox & Tanz Advertising
333 S. 21st St., Philadelphia 3, Pa. Rittenhouse 6-7502. Eugene R. Tanz, *d & ae;* R. Rivers, *art d;* R. DiCarlo, *prod. mgr.;* James Kirk Connell, *tv-rad. d;* Paul Stern, *continuity d;* E. Field, *rsrch. d;* A. M. Beach, *libr. Ae's:* Joseph Carra, John Lillback, Norman Morris.

Craddick Service, Inc.
800 Northwestern Bank Bldg., Minneapolis 2, Minn. Federal 8-4767. H. B. Craddick, *p;* H. L. Craddick, *vp & treas.*

Craft Advertising Co.
230 E. Ohio St., Chicago 11, Ill. Michigan 2-2373. Beldone Byder, *o;* H. C. Sheldon. *prod. mgr. Ae's:* Louis Mathieu, James G. Wagner.

John Gilbert Craig Advertising, Inc.
913 Washington St., Wilmington 99, Del. 5-6185. J. Gorman Walsh, *pres. & ae;* Ruth V. Craig, *vp;* Kathleen A. Walsh, *sec., treas. & ae;* William H. Gordy, *prod. mgr.*

Media Dept.: Ralph R. Swann, *b.*

Craig & Webster Advertising Agency
204 Park Pl., 19th & Ave. M., Lubbock, Tex. Porter 3-8238. T. Bruce Craig, *p;* Rex Webster, *p;* Leon Harris, *ae;* Howard Welborn, *art d.*

Cramer-Krasselt Co.
733 N. Van Buren St., Milwaukee, Wis. Broadway 6-3500. A. W. Seiler, *chmn. bd. & pres.;* Herbert N. Pasteur, *exec. vp;* C. W. Faude, *exec. vp & treas. Vp's:* Lester H. Ness, N. L. Telander, R. F. Timm (Bob), H. T. Dyson, Carl H. Brehm; H. V. Swenson, *d rsrch. & mktg.*

Media Dept.: Lester H. Ness, *d & b;* Ollie Erbstoeszer, *supvr. & b.;* Roger LeGrand, *vp chg. tv-rad.;* Loretta Mahar, *tb.*

Cramer-Tobias, Inc.
515 Madison Ave., N. Y. 22. Plaza 3-2380. Richard Tobias, *chmn. & sec.;* Jack Bisco, *pres. & treas.;* Richard Tobias Jr., *vp.*

Crandall Advertising, Inc.
1710 Jackson St., Dallas 1, Tex. Riverside 7-8064. Persons J. Crandall, *pres. & ae;* Margaret B. Crandall, *off mgr.;* Al H. Pridgeon, *ae.*

Media Dept.: Margaret B. Crandall, *d.*

Branch Office:
Crandall Advertising of Ft. Worth, Inc., 2803 Race St., Ft. Worth, Tex. Terminal 4-2279. Persons J. Crandall, *pres. & ae;* Mrs. F. T. Dean, *off. mgr.;* Al H. Pridgeon, *ae.*

Media Dept.: Mrs. F. T. Dean, *d.*

Roy F. Cratty Agency
401 City Hall Bldg., Rockford, Ill. 8-2122. R. F. Cratty, *pres.;* Juanita Cratty, *sec.-treas.;* A. L. Arbisi, *prod. mgr.* Ed P. Nielsen, *ae.*

Crawford & Porter Advertising, Inc.
101 Marietta Bldg., Atlanta 3, Ga. Ja 4-4367, 8, 9. Harry N. Crawford Jr., *pres. & ae;* Dusty Carol Porter, *vp, treas. & ae;* Herbert V. Webb, *art d & prod. mgr.*
Media Dept.: Dusty Carol Porter, *b & tb.*

Creative Advertising Agency
2828 Hudson Blvd., Jersey City 6, N. J. Swarthmore 5-3660, 1, 2. Elliott Porte, *p, art d, rad. d & ae;* Herbert B. Adler, *p, tv d & ae;* John Bertotti, *prod. mgr.;* David Housedorff, *cpy. chf.;* Shirley Neuman, *publ. d;* Arlene Hoffman, *rsrch. d.*

Creative Marketing Associates
2161 Shattuck Ave., Berkeley 4, Calif. Thornwall 5-1318. W. Burr Henion, *o.*

Crescent Advertising Agency
344 N. Church St., Kalamazoo, Mich. 2-0168. Wilson Barrett, *mgr.;* George Tuck, *treas.;* Richard A. Kribs, *art d;* James Wilson Jr., *prod. mgr.*

Crier Advertising Service
1836 Euclid Ave., Cleveland 15, Ohio. Prospect 1-0930. William V. Linas, *pres.;* John L. Willett, *vp.*

Critchfield & Co., Inc.
520 N. Michigan Ave., Chicago 11, Ill. Superior 7-3061. Edward P. Nesbitt, *pres.;* Irving R. Allen, *consult.;* Clarence H. Russell, *vp & creat. d;* Paul J. Johnson, *vp & ae;* Robert D. Cunningham Jr., *vp & ae;* Ed E. Deuss, *vp & ae;* Charles J. Nesbitt, *sec. & ae;* Vincent Brown, *art d;* James H. Reynolds, *prod. mgr.;* John A. Grandland, *ae.*
Media Dept.: Jeanne Heckscher, *d.*

Crofton Advertising Co., Inc.
570 Seventh Ave., N. Y. 18. Chickering 4-7731. J. C. Goldstein, *pres. & prod. mgr.;* Doris Ungar, *treas.*

Cromwell Advertising Agency, Inc.
300 W. 43rd St., N. Y. 36. Plaza 7-1900. J. J. Pollack, *pres., treas., tv-rad. d & ae;* Rosalind Pollack, *sec. & ae;* Lester Fried, *art d & prod. mgr.;* Diana Dean, *cpy. chf.;* Max Hecht, *publ. d;* A. Pollack, *rsrch. d.*
Media Dept.: Lillian Drobin, *d & b;* J. J. Pollack, *tb.*

Crook Advertising Agency, Inc.
Adolphus Tower, Dallas 2, Tex. Riverside 1-3211. Wilson W. Crook, *pres.;* James P. Anderson, *exec. vp;* Wilson W. Crook Jr., *sr. vp;* Jay DuBose, *vp & ae;* Lee Ethel, *vp & art d;* Frances W. Banister, *vp;* Ruth W. Ledgerwood, *sec.;* Travis C. Crook, *treas.;* Joy Cern, *ae.*
Media Dept.: Mrs. Frances Banister, *d;* Ida S. Jones, *ass't b.*

Samuel Croot Co., Inc.
28 W. 44th St., N. Y. Bryant 9-2588. Samuel Croot, *pres.;* Donald B. Brant, *exec. vp;* Arthur Anderson, Harvy C. Stocking, Robert G. Croot, *vp's;* Martin Grubman, *art d;* Mrs. R. C. McCready, *prod. mgr.;* Frances Eastland, *home economist.*

Arthur Crosby Service
516 Fifth Ave., N. Y. 36. Murray Hill 7-5268. B. F. Landsman, *rad. d;* M. Barkman, *art d.*
Media Dept.: B. F. Landsman, *b.*

Crown Advertising, Inc.
48 Warren St., N. Y. Worth 4-5050. Oscar Kronenberg, *pres. & treas.*

Cruttenden Advertising
201 N. Wells St., Chicago 6, Ill. Financial 6-3630. Leon H. Lewis, *p;* George M. Stern, *p;* Maurice Weil, *art d;* Herbert Faigen, *prod. mgr. Ae's:* Leon H. Lewis, George M. Stern, Justin C. Tanner, Milton J. Klee.

Culberston Advertising
1013 Sudekum Bldg., Nashville 4, Tenn. Alpine 6-7882. William R. Culbertson, *pres. & ae;* Neill Owen, *ae;* Mrs. William R. Culbertson, *treas.;* Joan Wells, *sec.*
Media Dept.: Mrs. Jeanette S. Smith, *tb.*

Earl R. Culp Co.
551 S. Oxford Ave., Los Angeles 5, Calif. Dunkirk 2-8406. Earl R. Culp, *pres. & ae.*

Culver Advertising, Inc.
527 Statler Office Bldg., Boston 16, Mass. Liberty 2-7471. Edward H. Culver, *pres. & treas.;* Frank J. Milauskas, *vp & art d;* Robert B. Hanna, *cpy. chf.;* Marjorie A. Sutherland, *off. mgr.*

Cummings, Brand & McPherson
2929 N. Main Rd., Rockford, Ill. Rockford 7-5706. A. B. Brand, *sr. p & ae;* J. R. McPherson, *p & ae;* W. W. Jones, *p & ae;* R. L. Blewfield, *prod. mgr. & p;* R. M. Porter, *p & ae;* E. C. Lundquist, *p;* W. L. Dorr, *p. Ae's:* L. R. Klein, Norma Mann, Frank Gorzynski.

J. L. Cunningham & Co.
228 N. LaSalle St., Chicago 1, Ill. Financial 6-1854. J. L. Cunningham, *pres. & treas.;* D. H. Valens, *vp;* Richard Axtell, *art d;* M. G. Feely, *sec.*

Cunningham & Walsh, Inc.
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Media Dept.: Newman F. McEvoy, *d. Suprv's:* Edward Baczewski, John Lucinatelli, William White. *Tbs.:* Jack Bray, Gary Pranzo, Val Ritter. *B's:* Herman Braumuller, Cliff Greenspan, Harold Gregg, Robert Plyer, Walter Roth, Steve Semons. *Tbs. & b's:* James Ducey, Joseph Gavin, James Geffert, Robert Palmer, Jerry Sprague; Lucian R. Bloom, *dept. mgr.*
Branch Offices:
8721 Sunset Blvd., Hollywood 46, Calif. Olympia 2-5690. William J. Peterson, *mgr.*
6 North Michigan Ave., Chicago 2, Ill. Andover 3-3138. Ivan Hill, *exec. vp.*
2301 West Third St., Los Angeles 57, Calif. Dunkirk 8-2111. Henry Mayers, *exec. vp.*
1660 Bush St., San Francisco 9, Calif. Prospect 6-2600. Franklin C. Wheeler, *exec. vp;* Jerome J. Cowen, *sr. vp. & gen. mgr.*

Curtis Advertising Co., Inc.
1 Park Ave., N. Y. 16. Plaza 5-6333, 4, 5. Lawrence R. Curtis, *pres.;* S. R. Coombs, *vp;* R. Berg, *sec. & treas.;* S. Kaufman, *art d;* W. L. Gruen, *prod. mgr.;* I. Nichols, *publ. d;* L. R. Curtis, *tv-rad. d;* Albert Blankenship, *rsrch. consult.;* K. Groesbeck, *cpy. d; Ae's:* F. Lohman, S. Morris, J. Frazier.

Curtiss, Quinlan, Keene & Peck, Inc.
1134 N. Pennslyvania St., Indianapolis 2, Ind. Melrose 4-8501. Harold A. Quinlan, *chmn., pres. & ae;* Kenneth E. Keene, *exec. vp & ae;* Jack S. Peck, *vp & ae;* A. E. Leak, *sec. & treas.;* Robert G. Turpin, *art d;* Allen G. Roth, *prod. mgr.;* C. J. Lake, *ae.*

Cusick, Schwerke & Wild
200 Farm and Home Bldg., San Antonio 5, Tex. Ca 6-9206. N. D. Schwerke, *gen. mgr.;* C. R. Cusick, *mchdse. d;* R. O. Whipple, *art d;* Bill Straley, *tv-rad. d.*
Media Dept.: N. D. Schwerke, *b.*

DGB Advertising Agency
Perry Brooks Bldg., Austin 1, Tex. Gr 6-5691. David G. Benjamin, *o, a serv. d;* Ralph E. White Jr., *art d;* Marye D. Benjamin, *cpy. chf.*

Joseph R. Daley Agency
Market St., National Bank Bldg., Philadelphia 7, Pa. Rittenhouse 6-2121. Joseph R. Daley, *pres.;* Harold C. Kehl, *vp & art d;* Roland Israel, *vp, tv-rad.;* Edward J. McKaig, *vp;* Joseph A. McLaughlin, *pub. rels. d.*

Charles Jon Dalldorf Advertising
139 Fairview Ave., E. Meadow, N. Y. Pershing 1-8876. Charles Jon Dalldorf, *o.*

Ralph W. Dalton & Associates
131 S. Market St., Troy, Ohio. Federal 9-3831. Ralph W. Dalton, *o & ae;* Delmar Kain, *art d;* Glenn Nally, *prod. mgr.;* Ralph Dalton, R. Murray Dalton, *ae's.*
Media Dept.: Thelma R. Dalton, *b.*

Danbury Advertising Agency
286 Main St., Danbury, Conn. Pioneer 8-2851. Helen L. Paltrowitz, *o.*

Dancer-Fitzgerald-Sample, Inc.
347 Madison Ave., N. Y. Oregon 9-0600. H. M. Dancer, *chmn. bd.;* C. L. Fitzgerald, *pres.;* F. T. Leighty, *vp, sec. & gen. mgr.;* W. F. Maughan, *vp & treas.;* J. J. Neale, D. Nyren, N. Mathews, *vp's;* L. O. Brown, *vp, rsrch. & mdsg. d.*
Media Dept.: L. O. Brown, *d;* L. T. Fischer, *d & exec. in chg. Assoc. d's:* K. Torgerson, R. Wulfhorst, C. Botway. *B's:* P. Triolo, W. Teitz, G. Howlett, L. Bernstein, J. Snodgrass, H. Fisher, F. Moriarity, S. Hamer, R. Bobic, E. Argow, R. McClenahan, R. Williams, J. Kearns, H. Frost, S. Reisenbach, J. Clinton, M. Bruehl, P. Hawley, Lee Gaynor.

AGENCIES

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Media Dept.: Tom O'Connell, *d.*
1680 N. Vine St., Hollywood 28, Calif. Hollywood 5-3256. J. J. Neale, *vp in chg. tv & rad.*
114 Sansome St., San Francisco, Calif. Douglas 2-5107. L. Dunham, *mgr. & exec. in chg.*
Media Dept.: Glenn Wilmoth, *d.*
300 St. Clair Ave., W. Toronto 7, Ont., Can. Walnut 4-8425. Gilbert Nunns, *vp & exec. in chg.*

Daniel & Charles, Inc.
185 Madison Ave., N. Y. 16. Murray Hill 6-7288. Daniel S. Karsch, *pres.;* Charles Goldschmidt, *exec. vp & treas.;* J. R. Kupsick, Harvey Bresler, *vp's;* S. Green, R. Emery, I. Margulies, David Charney, *art d's;* Jack Mitnick, *prod. mgr.;* Dorothy Freidman, *cpy. chf.;* Edward Stahl, *rad. d. Ae's:* Harvey Bresler, J. R. Kupsick, Richard Frank, Joyce Ferry, Murray Dolmatch, Mary Lee Thune.
Media Dept.: Viola Barton,*b.*

John J. Daniels & Co., Inc.
126 Massachusetts Ave., Boston 16, Mass. Kenmore 6-3562. Jack Daniels, *pres. & treas.;* I. Palmer, *vp;* Joseph A. Hines, *sec.;* Jay Campbell, *art d.*

Norman Danoff Advertising
1920 Chestnut St., Philadelphia 3, Pa. Locust 4-1490. Norman Danoff, *pres. & ae;* Edward Golembiewski, *art d;* Virgil Bailey, *prod. mgr.;* Norman Winski, *cpy. chf.;* Harry Smith, *tv-rad. d;* Edwina Dunn, *rsrch. d;* Alfred Rosenberg, *ae.*
Media Dept.: Sandra Kravitz, *d.*

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Branch Offices:
430 Park Ave., N. Y. 22. Plaza 8-2600. R. M. Ganger, *chmn. bd. Vp's:* J. Y. Brown, G. E. Hyde, K. W. Plumb, F. C. Weber, Douglas Boyd, T. K. Carpenter Jr., Dean Coyle, Pettersen Marzoni, E. B. Morgan Jr., J. J. O'Neal, F. S. Ott, William Raidt, Hans Sauer, F. A. Schneller.
Media Dept.: James V. Marino, *tb.*
Terminal Tower Bldg., Cleveland 13, Ohio. Tower 1-3911. S. P. Seward, *exec. in chg., vp;* D. J. O'Neill, J. L. Bourke, J. C. Toedtman, *vp's.*
3450 Wilshire Blvd., Los Angeles 5, Calif. Dunkirk 5-3171. Vern Eastman, *vp.*
Prudential Plaza, Chicago 1, Ill. Michigan 2-5332. W. C. Edwards, J. B. Wilson, Kent Lee, Peter A. Cavallo Jr., D. W. Lockwood, J. A. McPhail, *vp's*
75 Eighth St. N.E., Atlanta 9, Ga. Trinity 2-8815. Montague L. Boyd, *mgr.*
57 Bloor St., W. Toronto 5, Ont. Can. Walnut 1-3135. G. P. Altenbernd, *vp, exec. in chg.;* J. K. Payne, *vp.*
1228 Texas Natl. Bank Bldg., Houston 2, Tex. Capitol 4-9751. J. Bob Wilson, *exec. in chg., vp.*
Gibraltar Life Bldg., Dallas 1, Tex. Riverside 8-5817. J. T. Dwyer, *mgr.*
1225 Penobscot Bldg., Detroit 26, Mich. Woodward 1-7881. J. C. Cowhey, *mgr.*
Publicidad D'Arcy, S.A., Paseo de la Reforma 330, Mexico City 6, D.F. Phone 25-46-40. E. A. Hallett Jr., *vp, exec. in chg.;* G. Riveroll del Prado, *vp.*

Dartnell Agency
156 Sunset Ave., Verona, N. J. Center 9-0616. T. L. Dartnell, *sole prop.*

Datche Advertising Co.
710 N. 12th Blvd., St. Louis 1, Mo. Chestnut 1-5260. Ruth Datche Falchero, *pres. & ae;* John Datche, *vp, sec. & ae.*

Jimm Daugherty, Inc.
706 Chestnut St., St. Louis 1, Mo. Main 0790; James M. Daugherty, *pres.;* H. D. Hanscom, *vp;* Pauline Otto Daugherty, *sec. & treas.;* L. J. Hersby, *prod. mgr.*

Allan David Advertising & Productions
21 W. Huron St., Chicago, Ill. Michigan 2-6353. Allan A. David, *pres.;* Roland R. Berns, Edward Grusin, *vp's;* Shirley Jackson, *art d;* Barbara Aiken, *exec. sec.;* Lewis Frost, *auditor & treas.*

David, Inc.
1st National Bank Bldg., St. Paul 1, Minn. Capitol 4-3872. Q. J. David, *pres. & treas.;* R. H. Davis, *vp, sec. & art d;* Q. J. David Jr., *prod. mgr.;* Rosemary Castor, *tv-rad. d.*

R. I. David & Co.
610 N. Dearborn St., Chicago 10, Ill. Whitehall 4-1635. Robert I. David, *pres.;* Janet Coffing, *sec.;* Melvin Hayman, *treas.;* Joseph M. Adams, *art d;* Lou Branscome, *ass't art d;* Stanley Waldman, *prod. mgr. & cpy. chf.;* Hal Tunis, *tv d.*
Media Dept.: Stanley Waldman, *d;* Janet Coffing, *b.*

Davies & McKinney Advertising
1408 Baldwin Bldg., Erie, Pa. 4-6467. A. J. Davies, *p, art d;* C. E. McKinney, *p & ae;* William T. Stout, *ae;* Violet Tribley, *sec.;* W. B. Vorberger, *treas.*
Media Dept.: A. J. Davies, C. E. McKinney, *b's.*

Davis Advertising, Public Relation, Campaigns, Inc.
P.O. Box 21, Sherwood Gardens, Salinas, Calif. Ha 4-3893. Jefferson Davis, *pres.;* Lucille Davis, *vp & treas.;* V. Selivanovsky, *art d.*
Media Dept.: Jefferson Davis, *b.*
Branch Office:
722 N. 4th St., Phoenix, Ariz.

B. K. Davis & Brother Advertising Service
1616 Walnut St., Philadelphia 3, Pa. Kingsley 6-0225. B. K. Davis, Emma E. Davis, *o's;* Gerald G. Griffin, *exec. in chg.*

Davis & Blackwell, Inc.
3607 W. Magnolia Blvd., Burbank, Calif. Victoria 9-2964. Walter Davis, *pres.;* Eleanor Davis, *rsrch. d.*

Charles H. Davis
457 Stuart St., Boston 16, Mass. Copley 7-0462. Charles H. Davis, *o.*

Davis-Daniels, Inc.
139 Cadillac Square, Detroit 26, Mich. Woodward 5-9874. Monroe D. Molner, *pres. & bd. chmn.;* Harry H. Goldberg Jr., *vp & treas.;* Betty Gariepy, *prod. mgr.;* Harry H. Goldberg Jr., *tv d.*
Media Dept.: Lenore Upton; Monroe D. Molner, *b & tb;* Ken Druckman.

Davis-Harrison-Simmonds
6600 Lexington Ave., Hollywood 38, Calif. Hollywood 3-6903. Don L. Davis, *pres. & ae;* Mardon S. Davis, Ralph A. Vaughn, Gabe D. Wellner, Charles A. Clements, Jerry B. Cesak, R. W. Hodgson, *vp's;* M. L. Moffitt, *sec.;* Olinka Hardy, *art d;* Don Burks, *cpy. chf.;* Dawnelle M. Davis, *tv-rad. d;* M. L. Maxwell, *pub. rels. d;* Henry Hampton, *rsrch. d. Ae's:* Robert E. Johnson, Tom C. Davis, George A. Fletcher, J. E. Myers Jr., Jerry B. Cesak, R. W. Hodgson, Helen Staples, W. B. Mason, C. W. Crowley.
Media Dept.: Ralph Hagan, *b.*
Branch Offices:
817 14th St. N. W., Washington, D. C. National 8-6206. Jerry B. Cesak, *mgr.*
5649 Cartwright, N. Hollywood, Calif. Po 3-3109. W. B. Mason, *mgr.*

Henry L. Davis Co.
12 E. 41st St., N. Y. 17. Murray Hill 3-1657. Henry L. Davis, *prop., tv-rad. d & cpy. chf;* Henry Gottfried, *art d & prod. mgr.;* E. D. Smith, *publ. d;* Samuel Kurland, *traff. Ae's:* Henry L. Davis, S. L. Davis, Louis Asciutto, Henry Gottfried, E. D. Smith.
Media Dept.: Henry L. Davis, *tb.*

Irving Davis Advertising Agency
151 W. 51st St., N. Y. 19. Circle 7-1870. Irving Davis, *o.*

Jack Davis Advertising, Inc.
113 W. 57th St., N. Y. 19. Jack Davis, *pres.;* Robert J. Wattoff, *vp & cpy. chf.;* Joseph G. Shannon, *art d;* William Fertally, *prod. mgr.*
Media Dept.: Robert M. Perrault, *d.*

Leonard Davis Advertising, Inc.
107 Front St., Worcester 8, Mass. Leonard Davis, *pres.;* Marion Davis, *vp, treas., tv-rad. d·* Mary Caine, *sec.;* Dolores Virgilio, *cpy. chf.*
Media Dept.: Leonard Davis, *b & tb.*

Davis, Parsons & Strohmeier, Inc.
52 Vanderbilt Ave., N. Y. 17. Murray Hill 6-0342. Dudley L. Parsons, *chmn.;* Malcolm Davis, *pres. & treas.;* Leroy Appleton, *vp & art d;* William D. Strohmeier, *vp;* Carrol J. Dickson, *sec.;* Sheldon C. Downes, *prod. mgr. Ae's:* Dudley L. Parsons, Malcolm Davis, LeRoy Appleton, William D. Strohmeier, Betty Ryan Wolfe, Alfred E. Smyser Jr.
Media Dept.: Malcolm Davis, *d.*

Davis Press, Inc.
44 Portland St., Worcester 8, Mass. Pl 4-4114. R. M. Spencer, *pres.;* Warren G. Davis, *vp;* Gilbert S. Davis, *treas.;* William H. Tomajan, *art d;* Francis P. Dill, *prod. mgr.*
Media Dept.: R. M. Spencer, *b.*

Dawson Advertising Co.
19th & Garfield Ave., P.O. Box 668, St. Joseph, Mo. 3-1001. Max J. Dawson, *pres. & ae;* Floyd J. Cochran, *vp;* Robert E. Douglas, *sec.;* Carl C. Castel, *treas. & ae;* Gary Teed, *prod. mgr.*

Day, Harris, Hargrett & Weinstein, Inc.
40-16th St. N.W., Atlanta 9, Ga. Trinity 6-4824. Marvin Day, *pres. & ae;* Carolyn H. Harris, *vp chg. cpy. & ae;* Abe Weinstein, *vp chg. prod. & ae;* Haines H. Hargrett, *sec. & treas.;* Gene Ledbetter, *art d. Ae's:* Holt J. Gewinner Jr., J. L. Waldron.
Media Dept.: Audrey S. Ferguson, *d.*

Day Wesley & Co.
2818 Ingersoll, Des Moines 12, Iowa. At 8-2258. Wesley Day, *pres., treas. & ae;* M. B. Alexander, *sec.;* Kelly Rucker, *art d, prod. mgr. & ae;* Donald H. Wallace, *tv & rad. d;* Robert D. Hullihan, *pub. rels. d & ae;* Robert M. Buckley, *publ. d & ae;* Patricia Putz, *libr.*
Media Dept.: M. B. Alexander, *d.*

Hugh A. Deadwyler Advertising, Inc.
P.O. Box 3666, Charlotte 3, N. C. Edison 2-5500. Hugh A. Deadwyler, *o;* Bill Mitcham, *vp;* Sam Granger, *art d;* Hugh Petrea, *prod. mgr.;* Harry Dee Moore II, *tv & rad. dir;* Danny Rice, *ae.*
Media Dept.: Margaret C. Gwynn, *b.*

Joseph B. Deady Advertising Agency
2242 Emerson Ave., Dayton 6, Ohio. Randolph 5601. Joseph B. Deady, *o;* Tom Scholey, *art d & prod. mgr.*

Ben Dean Advertising Agency
50 Ransom N. E., Grand Rapids 3, Mich. Glendale 8-0666. Ben Dean Jr. *mgr.;* Mildred Juneau, *ae.*

Mario DeBiasi Advertising Agency, Inc.
51 Chambers St., N. Y. 7. Worth 2-7093. A. DeBiasi, *pres.;* Mrs. Mary DeBiasi, *treas.*

John L. de Brueys Advertising
3017 Midlane, Houston 1, Tex. Mohawk 9595. John L. de Brueys, *o;* Vance Van Demark, *art d.*
Media Dept.: John L. de Brueys, *b.*

deBruyn Advertising
205 Blumenthal Bldg., El Paso, Tex. 3-5405; 3-5406. Erich C. deBruyn, *pres. & ae;* Erich R. deBruyn, *cpy. chf. & ae;* Clancy Imislund, *prod. mgr.;* Helen F. deBruyn, *personnel d & bkkpr.;* Trent Wilson, *tv d & art d.*

deGarmo, Inc.
122 E. 38th St., N. Y. Oregon 9-3885. Louis deGarmo, *chmn. bd.;* John deGarmo, *pres.;* Larry Steegmuller, *vp;* Warren J. Oakes, Nick Lombardi, *ae's;* Ken Olsen, John Lefton, *art d's.*

Mitchell B. De Groot Advertising
Union Trust Bldg., Pittsburgh 19, Pa. Atlantic 5090. Mitchell B. DeGroot, *pres. & ae;* Charles Omodio, *sec.;* John D. Houck, *art d.*
Media Dept.: Mitchell B. DeGroot, *b.*

DeJernett Advertising Agency
Employers Insurance Bldg., Dallas 2, Tex. Riverside 7-7071. Ira E. DeJernett, *pres. & ae;* Lois Durden, *sec. & prod. mgr.;* Ernest DeJernett, *treas.;* B. M. Foster, *art d. Ae's:* Ernest DeJernett, Lois Durden, Burke Gilliam.

Delehanty, Kurnit & Geller Advertising Corp.
10 E. 49th St., N. Y. 17. Eldorado 5-1530. Jack Delehanty, *pres.;* Shepard Kurnit, *sec.;* Norman Geller, *treas.;* Harvey Tobak, *art d;* Jack Turchon, *prod. mgr.;* Carol Chaitin, *cpy. chf.*

De Loach Advertising Agency
620-21 Texas Bank Bldg., Dallas 2, Tex. Riverside 4603. James W. De Loach, *o.*

Alfred De Martini
414 Fourth Ave., Haddon Heights, N. J. Li 7-5215. Alfred De Martini, *o.*

Demiris, Rice & Associates, Inc.
429 Atlas Bldg., Salt Lake City 1, Utah. Empire 3-8151; Empire 4-26678; William D. Rice, *pres. & ae;* Chris Demiris, *sec., treas. & ae;* John Schofield, *ae;* Gerald L. Thompson, *prod. mgr.;* Earl Crocker, *art d.*

Mel De Munn & Associates
30 N. LaSalle St., Chicago 2, Ill. Central 6-3205. Mel De Munn, *pres. & ae;* E. M. Boss, *vp & rsrch. d;* Francis S. Cummings, *prod. mgr.*
Media Dept.: M. F. De Munn Jr., *d.*

Denham & Co.
Book Bldg., Detroit, Mich. Woodward 5-4941. A. F. Denham, *pres.;* D. D. Tweedie, *exec. vp & treas.;* E. S. Denham, *sec;* V. A. Rengert, *art d;* L. C. Turrin, *prod. mgr.;* R. Wason, *publ. d. Ae's:* A. F. Denham, R. J. Fitzgibbon, D. D. Tweedie, J. W. Courage, Eugene Kiezel.
Media Dept.: E. S. Denham, *d.*

Denhard & Stewart, Inc.
114 E. 32nd St., N. Y. 16. Murray Hill 9-2580. Charles H. Denhard, *pres.;* Andrew S. Stewart, *exec. vp;* Elsie L. Peters, *vp & treas.;* John Reynolds, *sec.;* Catherine M. Lewis, *gen. mgr.*

Denman & Baker, Inc.
Buhl Bldg., Detroit 26, Mich. Wo 5-1474. William L. Denham Jr., *pres. & treas.;* Ernest W. Baker Jr., *vp;* George M. Black, *vp;* John K. Worley, *sec.;* Raymond Krohl, *prod. mgr.;* Donald Brown, *cpy. chf.*

Dennis Advertising Agency
1127 Wilshire Blvd., Suite 510, Los Angeles 17, Calif. Madison 5-2183; 5-2184. Robert F. Dennis, *pres., art, tv & rad. d & prod. mgr.*
Media Dept.: Robert F. Dennis, *d, b;* A. Kalina, *b.*

Dennis, Parsons & Cook
Lynch Bldg., Jacksonville, Fla. Elgin 6-6875. Hugh Dennis, *pres.;* A. C. Parsons, *sr. vp & treas.;* Bill Cook, *vp.*

Denton Associates, Inc.
76 Front St., Holyoke, Mass. Jefferson 3-3952. Kenneth N. Denton, *pres., treas., tv-rad. d & publ. d;* Edward G. Rounds, *vp & cpy.;* Mrs. Dorothy B. Linton, *vp & ae;* Fernand H. Willemain, *art d;* Lawrence Therien, *prod.*

De-Perri Advertising, Inc.
141 E. 44th St., N. Y. 17. Murray Hill 7-4980. Perry Wachtel, *pres. & ae;* George Vogt, *art d;* Eugene Stapelton, *prod. mgr.;* Rolf W. Rosenthal, *cpy. chf.;* Rita B. Damian, *libr.;* Martin Toohey, *ae.*
Media Dept.: Rose Greher, *d & b.*

Joe Dermody Agency
1 Wenonah Park, Bay City, Mich. Tw 5-8823. H. Frank Davis, *pres.;* M. Redmond, *ae.*

Herschel Z. Deutsch & Co., Inc.
30 E. 60th St., N. Y. 22. Plaza 3-1788. Herschel Z. Deutsch, *pres.;* M. A. Deutsch, *sec.;* Robert Stone, *treas.;* Edward R. Rader, *sls. prom. d.*
Media Dept.: Madeleine Allison, *d;* Dorothy Glasser, *b.*

Deutsch & Shea, Inc.
230 W. 41st St., N. Y. 18. Longacre 4-5900. Arnold R. Deutsch, *pres.;* Van M. Evans, *vp;* Henry Geissenheimer, *sec.;* Martin Schreiber, *art d;* Frank Coss, *rsrch. d.*
Branch Office:
Deutsch & Shea New Jersey Corp., 1 Exchange Pl., Jersey City, N. J.

D'Evelyn-Guggenheim
155 Montgomery St., San Francisco, Calif. Sutter 1-5564. Norman F. D'Evelyn, *p;* Richard F. Guggenheim, *p;* Kenneth D. Shupe, *ae.*

George L. DeVille Advertising
53 W. Jackson Blvd., Chicago 4, Ill. Ha 7-0600. George L. DeVille, *o;* J. Stephen Pribula, *art d;* John H. Sampson, *ae.*
Media Dept.: Anne Schindler.

Devine Advertising Agency, Inc.
1457 Broadway, N. Y. 36. Wisconsin 7-0056. John J. O'Hearne, *pres.;* Anna Devine, *treas.;* Helen Devine, *sec.;* L. M. Troupp, *art d;* Jos. A. Garramone, *ae.*
Media Dept.: Joseph A. Garramone, *b.*

Devine & Brassard, Inc.
Realty Bldg., Spokane 4, Wash. Main 4311. Charles R. Devine, *pres.;* Betty A. Devine, *vp;* W. G. Ennis, *sec. & treas.;* Kermit C. Poorman, *art d;* Hilton D. King, *prod. mgr.;* Wilfred R. Miller, *ae.*
Media Dept.: Mrs. Lois K. Krueger, *b.*

De Wane Associates, Inc.
20 Orchard St., Middletown, N. Y. 6638. Raymond F. Phaneuf, *pres. & ae;* Douglas F. Kinnear, *vp, treas. & ae;* Alex Lindgrem, *art d;* Dorothy Sherman, *ae.*

Dewitt Agency
286 Richmond Ave., Staten Island 2, N. Y. Gibraltar 2-1006. Harry D. Peicher, *o & mgr.*

Stanley B. Dial Advertising
39 S. LaSalle St., Chicago 3, Ill. State 2-8980. Stanley B. Diahl, A. Bermond, *ae's.*
Media Dept.: Loraine M. Rogers, *d.*

AGENCIES

Diamond-Barnett, Inc.
6 E. 45th St., N. Y. 17. Murray Hill 2-7025. Zan Diamond, *pres. & ae;* Lee M. Burnett, *sec., treas. & ae;* Roma Rudd, *vp & cpy. chf.;* Saul Grubstein, *art d;* Marvin Robins, *prod. mgr.;* Marion Cherry, *fash. co-ordin. & ae;* Dolores Doyle, *ae.*

Dickerman Advertising, Inc.
120 Denton Ave., New Hyde Park, N. Y. Pioneer 7-2940. Fred Dickerman, *pres.;* Edwin R. Dickerman, *vp;* Jean Goldstein, *sec.;* Charles Todaro, *art d;* Miriam Gerber, *cpy. chf.*

Dickerson & Associates
35 E. Wacker Drive, Chicago 1, Ill. John D. Ware, *o.*

Dicklow Advertising Agency
2711 Hood St., Dallas 19, Tex. Riverside 2-8295. Mrs. Irene Scott Dicklow, *o.*

Sol Dickstein Co.
55 W. 42nd St., N. Y. 36. Longacre 4-5195. Sol Dickstein, *pres.;* Lenore Dickstein, *sec. & treas.*

Fred L. Diefendorf Agency
P. O. Box 1169, Monterey, Calif. Monterey 2-4529. Fred L. Diefendorf, *prop.;* Eliz Luttgen, *sec.*

Diener & Dorskind, Inc.
147 W. 42nd St., N. Y. 36. Bryant 9-8300. Robert Dorskind, *pres.;* Albert Dorskind, *sec.;* Benjamin Dorskind, *treas.;* Harry C. Pollack, *art d & cpy. chf.;* Herbert Goudket, *off. mgr. Ae's:* F. Bryant, A. Meyer, Hortense Pollack, Leo A. Matz, N. Rosen, Irving Reveil, L. Silver, L. Greenland, Robert Golub, H. Day, Larry Seymour, Jerry Ganz, Jane Duncan, John Patrick Starrs, Sol Lipset, James Cullen.

George S. Diener Co.
1126 Hume Mansu Bldg., Indianapolis 4, Ind. Melrose 7-1449. George S. Diener, *pres.;* Robert E. Martin, *art d.*
Media Dept.: B. E. Costin, *d.*

Dillon-Cousins & Associates, Inc.
500 Fifth Ave., N. Y. 36. Longacre 4-6672. Luis G. Dillon, *pres. & ae;* Richard F. Cousins, *vp. treas. & ae;* Maxwell Perlman, *sec.;* George Kuhasz, *art d & prod. mgr.;* Enrique Loynaz, *rad. d;* Margaret Roalefs, *libr.*
Media Dept.: Enrique Loynasz, *d.*

Dittman & Kane, Inc.
225 S. 15th St., Philadelphia, Pa. Pen 2-4529. Fred L. Diefendorf, *prop.;* Eliz Jessie Kane, *pres., treas. & tv-rad. d;* Paul Kane, *vp & ae;* E. Horwitz, *sec. & cpy. chf.;* Samuel Irving, *art d;* Phoebe Seigle, *publ. d.*

Dobbins, Woodward & Co.
S. Orange Federal Bldg., South Orange, N. J. So 2-1500. Emery E. Dobbins, *pres.;* Dorothy A. Drury, *sec. & treas.;* A. George McNally, *art d;* Theodore Niec, *prod. mgr.;* Walter L. Niebling Jr., *cpy. chf.;* Ronald A. Miller, *rsrch. d.*
Media Dept.: Marion Shanklin, *d.*

Doe-Anderson Advertising Agency
315 Commonwealth Bldg., Louisville 2, Ky. Juniper 5-3193. *Ae's:* Warwick Anderson, Larry Barker, George W. Emerson, James T. Richardson; J. B. Peterkin, *prod. mgr.;* Harry Mason, *art d.*

B. R. Doerfler Co.
530 W. 58th St., N. Y. 19. Columbus 5-1383. William G. Doerfler, *p & ae;* F. Jerome Doerfler, *p & ae;* M. W. Bernfeld, *prod. mgr.;* B. J. Bradbury, *cpy. chf. & ae.*

Doherty Clifford, Steers & Shenfield, Inc.
530 Fifth Ave., N. Y. 36. Yukon 6-6500. Donald K. Clifford, *chmn. bd.;* William E. Steers, *pres. & sec. Vp's:* Francis J. Doherty, Joel F. Jacobs, Harry M. Ireland, William E. Holden, Robert Hayes, John H. Owen, James R. Frankenberry, Robert M. Curtis, Martin Oechsner, Philip Brooks, John R. Rockwell, Robert E. Timmerman; Donald H. Quinn; James F. Egan, *vp & creat. d;* Robert E. Shaw, *vp & art d;* Richard Fehr, *vp & pub. d;* Dr. William T. Strauss, *vp & d professional div.;* Lawrence J. Hubbard, *vp & rsrch. d;* Hal James, *vp & tv-rad. d;* Harry B. Bressler, *vp & d tv-rad. commls.;* Howard S. Foley, *vp & cpy. supvr.;* William Stollowitz, *vp & prod. mgr.;* Nelson O. Argueso, *treas.;* Marie L. Brennan, *ass't sec.;* Rosalind H. Morrison, *libr. Ae's:* Joel F. Jacobs, Harry M. Ireland, William E. Holden, Francis X. Dowd Jr., Robert Hayes, Robert E. Timmerman, James R. Frankenberry, John R. Rockwell, E. Payson Fairchild Jr., Philip Brooks, John H. Owen, Dr. William T. Strauss, Kenneth W. Price, Robert M. Curtis, Martin Oechsner, C. Paul Salter, George T. Byers, Gerald L. Gibson, John A. Ulrich, Charles A. Winchester, Robert C. Doherty, Robert N. Clark Jr., Robert C. Kelly.
Media Dept.: Donald H. Quinn, *d;* Rita Venn, Jack K. Carver, *b's;* Robert Widholm, Samuel V. Vitt, *tb's.*

Ralph L. Dombrower Co., Inc.
11 E. Franklin St., Richmond 19, Va. Ralph L. Dombrower, *pres., treas. & ae;* Ralph L. Dombrower Jr., *vp;* Malcolm B. Dombrower, *sec. & ae;* Hobart Britton, *art d;* LeBaron Coakley, *prod. mgr.;* A. D. Jackson, *cpy. chf.;* Michaux Moody, *tv & rad. d;* Edward I. Wallerstein, *ae.*
Media Dept.: Janet Hanson, *d;* Ralph L. Dombrower, Phyllis King, Michaux Moody, *b's;* Ralph L. Dombrower Jr., *tb.*
Branch Office:
Woodward Bldg., Washington, D. C. Re 7-1420. Philip Rosenfeld, *mgr.*

Donahue & Coe, Inc.
1270 Ave. of the Americas, N. Y. 20. Columbus 5-2772. E. J. Churchill, *pres. Vp's:* A. B. Churchill, Stuart D. Cowan Jr., C. F. Hanser, Bertram S. Nayfack, James Ryan; O. A. Kingsbury, *vp & sec.;* Jacob Rosenthal, *vp, d mkt.;* William H. Schneider, *vp & chmn. plans bd.;* Walter Weir, *exec. vp;* W. D. Patterson, *treas.;* Howard Smith, *ass't treas. & compt.;* Evelyn Lee Jones, *bus. mgr. tv-rad. dept.;* Carl Rigrod, John Held, *creat. d's. Ae's:* Sam S. Baker, Albert Behrens, Lawrence Benedict, John Brady, Ralph Bryant, Robert Colwell, Wilber Downes, Joseph Ecclesine, Donald Gaudio, John Grayhurst, Donald Greene, John Krimsky, Latham Ovens, Chester Roberts, Carl Rogers, Ralph Skedgell, Henry Slamin Jr., Warren Sumner, Eugene Trivell, Arthur W. Weil Jr.
Media Dept.: Daniel Gordon, *d;* Marie Coleman, Tom Hardy, *tb's.*
Branch Offices:
258 Hurt Bldg., Atlanta 3, Ga. Murray 8-5662. Harry L. Morrill Jr., *vp in chg.*

Donahue & Co., Inc. (of Ill.)
830 Merchandise Mart, Chicago 54, Ill. Superior 7-8969. Arthur Grossman, *pres.;* Edward J. Collins, *vp, treas. & ad;* George E. Filipetti, *vp, sec. & creat. d;* Thomas J. Brogan, *vp & exec. art d;* Mary Momsen, *ass't sec. & ass't treas.;* William G. Donnelly, *prod. mgr. Ae's:* Paul E. Kelly, William L. Lavicka, Royden W. Rice.
Media Dept.: Mary Petr, *mgr.*

W. B. Doner & Co.
505 Washington Blvd., Bldg., Detroit 26, Mich. Woodward 5-7400. W. B. Doner, *pres.;* Charles F. Rosen, *exec. vp;* Julian A. Grace, *treas.;* Felix Hower, *vp;* Ben Goldstein, *sec.*
Media Dept.: Mrs. Ellen K. Dryer, *d;* Lois Henriksen, *ass't tb;* Marian McNeely, *ass't tb.*
Branch Offices:
2225 N. Charles St., Baltimore 18, Md. Belmont 5-1212. Herbert D. Fried, *vp.*
Media Dept.: Donald E. Leonard, *d;* Arne Ramberg, *ass't d.*
35 E. Wacker Drive, Chicago 1, Ill. Andover 3-7800. Marvin H. Frank, *exec. in chg.*
Media Dept.: Mary S. Sakai, exec. in chg.
1324 W. Wisconsin Ave., Milwaukee, Wis. West 3-9315. Gilbert Breimeister, *ae & mgr. m dept.*

Lee Donnelley Co.
734 Union Commerce Bldg., Cleveland 14, Ohio. Cherry 1-6018. E. I. Donnelley, *pres.;* Norman R. Cross, *exec. vp;* J. F. Spencer, *acct. suprv.;* R. E. Kintner, Garry Mabie, *ae's.*
Media Dept.: J. F. Spencer, *exec. in chg.*

Doremus & Co.
120 Broadway, N. Y. 5. Worth 4-0700. William H. Long Jr.; *chmn. bd.;* Louis W. Munro, *pres.;* Walter H. Burnham, *v. chmn. bd;* Howard J. Murfin, *sr. vp;* George A. Erickson, *exec. vp.'s:* Henry L. Brown, George B. McMennamin, Marvin E. Holderness Jr., Robert W. Fisher, Frank E. Schaffer, Robert F. Carroll, Dewey B. Holland, Richard E. Williams; William J. Kelley, *sr. vp & rsrch d;* Vincent H. Coryell Jr., *tv & rad. d.*
Media Dept.: George L. Fostel, *d print.*
Branch Offices:
208 S. LaSalle St., Chicago 4, Ill. Central 6-9132. Charles C. Greene, *vp.*
Media Dept.: Robert C. Wirka, *exec. in chg.* 425 Bush St., San Francisco 8, Calif. Yukon 2-4080. Ronald C. Brindley, *vp & exec. in chg.*
Media Dept.: Laurence J. Hoge, *exec. in chg.*
53 State St., Boston 9, Mass. Lafayette 3-0770. William J. Sheehan, *vp & exec. in chg.*
Media Dept.: Ruth L. Simmonds, *exec. in chg.* 1616 Walnut St., Philadelphia 3, Pa.

Kingsley 5-2590. E. Howard York III, *vp & exec. in chg.*

Media Dept.: Benjamin F. Busch, *exec. in chg.*

Doremus-Eshleman Co.
1616 Walnut St., Philadelphia 3, Pa. Kingsley 5-0700. E. Howard York 3rd, *vp & gen. mgr. Vp's & ae's:* Benjamin Eshleman, B. Franklin Eshleman II, Leon H. Greenhouse, Philip R. Livingston, James J. D. Spillan; A. B. Raughley, *d otdr. adv.;* Barry E. Thompson, *art d;* Elizabeth E. Raftery, *prod. mgr.;* John Skelly, *publ. d;* Joseph R. Rollins Jr., *tv & rad. d.*

Media Dept.: Benjamin F. Busch, *d.*

Dorland Advertising Agency
2 S. Ohio Ave., Atlantic City, N. J. Atlantic City 4-5278. Eugene A. Tighe, *pres. & treas.;* Edward J. Wallis, *vp, sec. & ae;* Harry V. Cress, *ae.*

Media Dept.: Eugene A. Tighe, *b.*

Branch Office:

Asbury Park, N. J. Asbury Park 2-1004. Harrison C. Hurley, *mgr.*

August Dorr Associates Advertising, Inc.
126 S. E. 2nd St., Miami 32, Fla. Fr 9-8453. David Hume, *pres. & ae;* William C. Mickelberry, *vp, cpy. chf. & ae;* Joseph M. Lynch, *sec., treas., personnel d & ae;* Bob Smith, *vp & art d;* Richard Hansen, *prod. mgr.;* George H. Smith, *tv & rad. d.*

Media Dept.: J. M. Lynch, *d;* George H. Smith, *tb.*

Dougherty Advertising Agency
208 W. Davison, Detroit 3, Mich. To 8-2715. G. I. Dougherty, *o;* K. Douglas, *prod. mgr.;* A. J. McDonald, *ae.*

Douglas Advertising Agency
603½ Main St., Rapid City, South Dakota. Fillmore 2-4857, 4858. William H. Douglas, *o, publ. d;* George C. Schlegel, *acct. supvr. & cpy. chf.;* Karen Billman, *art d;* Katherine J. Douglas, *off. mgr. & bkkpr.;* Ned Perrigoue, *tv & photo consultnt.;* William H. Douglas, *rsrch. d.*

Media Dept.: William H. Douglas, *b & tb;* George C. Schlegel, *b & tb.*

Dove Advertising Agency
541-42 Benson Bldg., Sioux City 1, Iowa. 2-0541; 2-0542. Frank Dove, *prod. mgr;* Richard Dove, *bus. mgr.;* M. R. Rumsey, *cpy. & layout artist.*

Media Dept.: Richard Dove, *b.*

Dove Advertising Co.
175 Fifth Ave., N. Y. 10. Algonquin 4-2899. W. A. Schmitt, *mng. d;* F. C. Schmitt, *prod. mgr.*

Media Dept.: F. C. Schmitt, *b.*

Dow Co.
712 Farnam Bldg., Omaha 2, Nebr. Jackson 6982. John H. Dow, *prop.*

Charles F. Dowd, Inc.
240 Huron St., Toledo 4, Ohio. Cherry 1-6234. Charles F. Dowd, *pres.;* Ed J. Rutan, *vp.*

John C. Dowd, Inc.
212 Park Square Bldg., Boston 16, Mass. Hubbard 2-8050. John C. Dowd, *pres.;* Edward D. Parent, *exec. vp;* J. Norman McKenzie, Will A. Davenport, Linus Travers, *vp's;* T. Frank Duffy, *vp & art d;* George E. Murphy, *treas.;* Frank Baldwin, *prod. mgr.;* William H. Monaghan, *rsrch. d;* George C. Bartter, *cpy. chf;* Joseph Tully, *tv & rad. d. Ae's:* Robert E. Bousquet, Sargent F. Collier, Lawrence E. Duane, William O'Leary, Frederick F. Meyer, John F. Neary, Herbert F. Georges.

Media Dept.: William H. Monaghan, *d, b & tb.*

Dowd, Redfield & Johnstone, Inc.
501 Madison Ave., N. Y. 22. Murray Hill 8-1275. John C. Dowd, *pres.;* Edmund F. Johnstone, *exec. vp;* Michael A. Raymond, *vp & gen. mgr.;* William Lyons, *tv-rad. d.*

Media Dept.: Harry Torp, *d;* Mrs. Juanita Coon, *supvr.;* Betty Nasse, Carolyn Diem, *tbs.*

Downing Industrial Advertising, Inc.
Oliver Bldg., Mellon Square, Pittsburgh 22, Pa. Grant 1-2733, Harold S. Downing, *pres., treas. & ae;* John F. Sweeny, *exec. vp & ae;* E. George Zilliac, *vp & ae;* Donald C. MacDonald, *vp & ae;* Edward A. Mance, *prod. mgr. Ae's:* M. Russell Robinson, C. Lester Shea, J. Berk Walters, Harry J. Albus.

Jack M. Doyle Advertising
305 W. Broadway, Louisville, Ky. Juniper 3-3816. Jack M. Doyle, *o;* Mrs. Leah G. Schad, *prod. supvr;* William S. Thomas Jr., *art d.*

Doyle Dane Bernbach, Inc.
20 W. 43rd St., N. Y. 36. Longacre 5-7878. William Bernbach, *pres.;* Ned Doyle, *exec. vp;* Maxwell Dane, *sec. & treas.;* Joseph R. Daly, Robert Gage, Edward T. Russell, Marvin Corwin, Phyllis Robinson, *vp's;* Allan Greenberg, *rsrch. d.*

Media Dept.: Harry Parnas, *d;* Janet Stearns, Jerome Sachs, Otis Hutchins, *tb's;* Stanley Burger, Ronald Friedwald, John Pansuti, E. N. (Bud) Hyde, *b's.*

Branch Office:
6399 Wilshire Blvd., Los Angeles 48, Calif. Webster 8-3781. Ted Factor, *vp.*

Media Dept.: Ursula Grunfeld, *d.*

Doyle, Kitchen & McCormick, Inc.
380 Madison Ave., N. Y. Murray Hill 7-2090. H. B. Doyle, *chmn. bd. & pres.;* Russell C. Doyle, *exec. vp;* D. E. Walsh, *vp & treas.;* M. Dorland Doyle, George A. Frye, *sr. vp's;* James J. McCoy Jr., J. P. Scholl, J. A. Sonneland, Van Cunningham, *vp's;* Harry B. Doyle Jr., *sec.,* V. T. Simpson, *ass't. treas.;* M. A. Hogan, *ass't. sec.;* E. M. Harris, *ass't d;* Arthur C. Otto, *ass't art d;* Thomas C. McCoy, *prod. mgr.*

Branch Office:
330 Denver Club Bldg., Denver 2, Colo. Amherst 6-0557. Gordon W. Laird, *mgr.*

Doyne Advertising Agency, Inc.
415 Church St., Nashville 3, Tenn. Chapel 2-7372. George W. Doyne, *pres. & ae;* Harold E. West, *art d & prod. mgr.;* Mrs. Bettie McMillen, *cpy. chf.;* Ann Morrison, *traff. mgr. Ae's:* J. Thomas Dawson, H. C. Daniels.

Dozier, Eastman & Co.
1206 Maple Ave., Los Angeles 15, Calif. Prospect 7091. M. M. Dozier, S. C. Eastman, *p's;* Hugo E. Hammer, *art d;* Sam Garcia, *prod. mgr. Ae's:* Howard Sens, Edward Johnson, Tom Menaham, Hugo Hamme.

Monroe F. Dreher, Inc.
30 Rockefeller Pl., N. Y. 20. Circle 6-6675. Monroe F. Dreher, *pres. & ae;* Ernest A. Dreher III, *exec. vp & ae.* Jerald H. Melum, *vp & ae;* Louis F. Hanke, *vp & art d;* Leonore Buehler, *cpy. chf.;* William H. Briggs, *rsrch. d;* Harold Weaver Jr., *tv d.*

Media Dept.: Rudolph Klagstad, *d;* Lee Petry, *tb.;* Frances Briwa, *b.*

Drennan Advertising Agency
420 Market St., San Francisco 23, Calif. Yukon 6-5716. Albert A. Drennan.

Dreyfus Co., The
511 No. LaCienega Blvd., Los Angeles 48, Calif. Oleander 5-8255. Harold Dreyfus, *pres.;* Gladys M. Yatko, *sec.;* Ken Wolfe, *prod. mgr.;* Maurice Dallimore, *cpy. chf.;* De Lene Bouman, *receptionist & libr.;* David Nagata, *ass't art d. Ae's:* Harold Dreyfus, David E. Larsen, Charles B. Ganz.

Media Dept.: David Larsen, *d;* Gladys Yatko, *b & tb.*

Maxwell Droke, Inc.
1014 N. Penna St., Indianapolis 6, Ind. Melrose 5-3352. Maxwell Droke, *pres., cpy. chf. & ae;* W. K. Green, *sec. & treas., prod. mgr. & ae;* Miller Sherman Jr., *art d.*

Dubin & Feldman, Inc.
Bigelow Bldg., Pittsburgh 19, Pa. At 1-7252. Julius C. Dubin, *pres.;* Joseph Feldman, *exec. vp;* D. C. Weiss, *vp & ae;* Jacques L. Kahn, *vp;* D. A. Feldman, *sec.;* R. E. Dubin, *treas.;* R. H. Lesser, *ass't sec. treas.;* Francis C. Green Jr., *prod. mgr.;* Henry Jackson 2nd, *cpy. chf.;* Barry Farnol, *tv-rad. d;* Donald R. Horowitz, *publ. d & ae;* Murray W. Harris, *ae.*

Dudgeon, Taylor & Bruske, Inc.
7338 Woodward Ave., Detroit 2, Mich. William C. Dudgeon, *pres., sec. & ae;* Paul W. Bruske, *vp, treas. & ae. Ae's:* John W. Taylor, Charles Collins, Robert C. Smith.

Mort Duffy Agency
P.O. Box 2151, Phoenix, Ariz. Jackson 6400. Mort Duff, *pres.;* Carl J. Christiansen, *vp;* Bertra Duff, *sec. & treas.;* Milo Hejkal, *art d;* Lois Kelley, *prod. mgr.*

Duffy & Associates, Inc.
918 N. 4th St., Milwaukee 3, Wis. Broadway 3-7851. C. J. Duffy, *pres., treas. & ae;* Grace Duffy, *vp & sec.;* P. A. Limacher, *prod.;* H. Bigwood.

Media Dept.: P. A. Limacher, *b.*

Duffy, McClure & Wilder, Inc.
522 N. Park Ave., Warren, Ohio. Lincoln Bldg., Cleveland, Ohio. 4159-3-4-5. John Duffy, *pres.;* Robert Kenyon, *vp & ae;* Frank Lapick, *vp & gen. mgr.;* Roland Viet, *art d;* Russell Abbot, *prod. Ae's:* Tom Stratford, M. F. Ranney, B. Spofford, Walt Davison, Ade Keesecker, *compt.;* Luella M. Baldwin, *prod. control.*

Media Dept.: Frank Lapick, Robert Kenyon, M. F. Ranney, *bs.*

AGENCIES

DuFine & Co., Inc.
232 Madison Ave., N. Y. 16. Murray Hill 3-8717. Irving H. DuFine, *pres.*; Margaret K. MacColl, *publ. d*; Bennett J. Moodie, *creat. d.*

Media Dept.: Irving H. DuFine, *d & tb.*

Dugan Advertising Service
286 Fifth Ave., N. Y. 1. Lackawanna 4-4451. John J. Dugan, *pres.*; Roland Riso, *sr. vp*; Tony Thomas, *vp*; Neal Dugan, *bus. mgr. Ae's:* Roland Riso, Tony Thomas, Lillian Auerbach.

L. J. DuMahaut Advertising Agency
1512 Book Tower, Detroit 26, Mich. Wo 2-8246. L. J. DuMahaut, *o*; Edward J. Hartley, *art d*; Hazel R. Belman, *personnel d & off. mgr.*

Dunay Co.
381 Fourth Ave., N. Y. 16. Murray Hill 3-0495. Sidney Dunay, *pres.*; Karl Sobel, *art d*; Barry Lieberman, *ass't art d*; Morton Kern, *prod mgr. & rsrch. d*; Marie Finney, *cpy. chf.*; S. Sklar, *publ. d*; Sal Zelinka, *fash. co-ordin.* Mitchell H. Azerier, Myron H. Klein, *ae's.*

Media Dept.: Evelyn Aaronson, *d & b.*

Duncan-Brooks, Inc.
137 Willis Ave., Pioneer 2-2121; 2-2122. Donald W. Dragon, *pres.*; George M. Kovacs, *vp*; Quentin C. Graddon, *sec., treas. & prod mgr.*; Joseph M. Landow, *compt.*; Jack Kamen, *art d*; Jack Strimban, *ass't art d*; Henry Kempner, *cpy. chf.*; Thomas Sullivan, *tv-rad. d*; John L. Merry, *rsrch. d*; Mary Shea, *off. mgr. Ae's:* Donald W. Dragon, George M. Kovacs, Richard M. Anderson, William B. Bisker.

Media Dept.: Frederick Peterson, *d.*

Dundes & Frank, Inc.
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Media Dept.: Daisy Grosswirth, *b.*

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55 W. 42nd St., N. Y. 36. Lackawanna 4-8770. Vincent Russo Jr., *p & art d*; Louis C. Goldman, *p & cpy. chf.*; Madeline Christopher, *publ. d. Ae's:* Louis C. Goldman, Vincent Russo Jr., Burt B. Hammer, Madeline Christopher.

Media Dept.: Burt B. Hammer, *d.*

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Media Dept.: John A. Roth, *d*; Dorothy Barnett, *tb.*

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17636 Stockston St., San Francisco 11, Calif. Exbrook 7-0456. Niel Heard, *vp & w cst. mgr.*; Clare Lyon, *prod. mgr.*; Kenneth Sidenstecker, *art d. Executive staff:* Fred Becker, John Emmart, Winston Norman.

Media Dept.: Jane Dahlgren, *d.*

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Eastburn-Siegel
623 Spring St., Atlanta, Ga. Trinity 2-4707. Harry Siegel, *o*; D. P. Caldwell, *art prod. mgr.*; Jane Rhodes, *rad. script*; Faye Guthrie, *sec.*; Sam Scheinman, *rsrch.*

Media Dept.: Lee Scheinman, Marge Quinlan, *b's*; Mel Finkel, *tb.*

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6308 Pacific Blvd., Huntington Park, Calif. Ludlow 7-9161. D. M. Ebberts, *o & ae*; Eleanor G. Barnard, *mgr.*; Bill Sass, *art d*; M. L. Eastman, C. Church More, *ae's.*

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Media Dept.: Fred H. Ebersold, *b.*

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Media Dept.: John W. Coburn, Helen W. Vanderberry, *b's.*

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Media Dept.: Edward Edelstein, *b*; R. Kanne, *tb.*

Eha Advertising Agency
643 Railway Exchange Bldg., Denver 2, Colo. Keystone 4-6713 Walter R. Eha, *o & mgr.*

Ehrlich, Neuwirth & Sobo, Inc.
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Media Dept.: Renee Geldwerth, *d.*

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Media Dept.: Kay Whitehouse, *d.*

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Media Dept.: George Wallace, Arthur Linge, *b's*; Dan Kane, *tb.*

Elliot, Jaynes & Baruch
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C. Blum, *libr.*

Media Dept.: Carol J. Hammond.

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77 York St., Toronto, Ont. (See Ellis, May & Chadwick, Ltd.)
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Media Dept.: Joan Davis, *d.*

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150 S.E. 3rd Ave., Miami 32, Florida. Franklin 1-3621. T. H. Embry, *pres. & ae;* Mrs. Nell Bauknight, *treas.;* Gifford D. Thayer, *vp & creat. d;* Watson Holley, *creat. art d;* MacCormack McEndree, *prod. & traff. mgr.;* E. J. Thayer, *pub. rel. d;* Jean Thayer, *cpy. chf;* Jack Huckholtz, *tv & rad. d;* Freda Allen, *sec;* Joe Bennett, *creat. art.*

Media Dept.: T. H. Embry, *exec. in chg.;* Jack Buckholtz, *tb;* MacCormack McEndree, *b.*

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A612 Washington House, Philadelphia 31, Pa. Gr 7-2913 H. Arthur Engleman, *o-mgr., cpy chf.;* Fay Sandler, *sec.;* Jane Friedman, *publ. d.*

Media Dept.: H. Arthur Engleman, *d;* Fay Sandler, *b.*

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Media Dept.: Jean Ludeman, *d.*

Ennis-Anderson Advertising Agency
218 Anglo Bank Bldg., Fresno, Calif. Ph 3-2613. E. E. Anderson, *pres. & prod. mgr.;* Frank Ennis, *vp;* Milton M. Young, *art d;* Lon McAdams, *rad. d;* Roy Garman, *publ. d.*

Media Dept.: Frank Ennis, *b.*

Alvin Epstein Advertising Agency
1737 F St. N.W., Washington D. C. Sterling 3-8550. Alvin Epstein, *chmn. bd;* Helen Kushner, *sec.;* Esther Cameron, *treas.;* Leon Leventhal, *prod. mgr.;* Alvin Cohen, *art d. Ae's:* Ruth Graze, Jack Lewis, Jack Feiffer, Toni Pearson; Elizabeth Reese, *cpywriter.*

Media Dept.: John Gaundreault.

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Media Dept.: Joseph Cirker, *b;* Roy Spector, *tb.*

Erland Advertising Agency
10 W. 33rd St., N. Y. 1. Murray Hill 5-4764. Louis H. Ehrlich, *p, ae & art d;* Henry B. Fleischman, *p & ae;* H. Lewis, *cpy. chf.*

Media Dept.: Henry B. Fleischman, *b & tb.*

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Media Dept.: Wilson Main, *d. Grp. supvr's:* William Hunter, Anthony Gee; Vincent De Luca, *hd. tb.*

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Media Dept.: Roger M. Johnson, *d;* Charles Helfrich, *tb.*
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3 Penn Center, Philadelphia 2, Pa. Locust 4-3551. James B. Briggs, *exec. vp;* I. Orrin Spellman, *vp & gen. mgr.;* Richard G. Cummins, *vp & creat. d;* Horace D. Nalle, *vp & a supvr.;* Warren Donahue, *cpy. chf.;* John C. Bythrow, *art d;* Karl L. Gauck, *d planning & rsrch.;* Jesse A. Plumley, *prod. mgr. Ae's:* Frank Creden, Harold I. Gullan, Ross Pilling, Ben S. Puchaski, James W. Robertson, Granville Worrell III.
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235 Montgomery St., San Francisco 4, Calif. Exbrook 2-4616. Frank A. Helton, *vp & mgr.*
610 Church St., Toronto 5, Ontario. Walnut 1-5187. Ralph L. Lawson, *vp & mng. d.*
840 National Press Bldg., Washington 4, D. C. Executive 3-6730. Donald J. Wilkins, *vp & mgr.*

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Ettinger Advertising Agency, Inc.
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Media Dept.: Seth Diamond, *d & b.*

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Media Dept.: Mrs. Barbara Seever, *d.*

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Media Dept.: Nora Eddington, *tb.*
Branch Office:
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Media Dept.: Lucille Varney, *d.*

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Media Dept.: Mrs. Billie Grove.

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Media Dept.: Nina L. Kosse, *b.*

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Media Dept.: E. Ely, *b.*

Michael Fain Advertising
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Media Dept.: Anne G. Rhodes, *d.*

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Media Dept.: Janice Hamilton, *d & b.*

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4528 Monroe St., Toledo 13, Ohio. Klondike 9431. J. S. Faller, *pres.;* G. L. Gilmore, *prod. mgr.*

Farquhar & Co., Inc.
First National Bank Bldg., Utica 2, N. Y. 2-6109; 2-6100. John T. Farquhar, *pres., tv-rad. d & ae;* Theodore R. Darvoe, *vp & ae;* Roger H. Williams, *sec.;* Jay C. Anderson, *treas., art d & ae;* Eleanor Crimmins, *prod. mgr.;* Carlton E. Spitzer, *ae.*
Media Dept.: Eleanor Crimmins, *d.*

Rex Farrall, Inc.
2817 Third N.W., Canton 8, Ohio. Glendale 6-5603. Rex Farrall, *pres. & treas.*

Farson, Huff & Northlich
Republic Bldg., Louisville 2, Ky. Juniper 5-3227. J. Seaton Huff, *p in chg. & ae;* D. K. Smith, *p;* H. E. Logsdon, *pub. rels. d & ae;* Robert G. Jones, *prod. mgr.;* Robin Grove, *art d;* G. W. Embry, *creat. d. Ae's:* S. F. J. Trabue, Emil E. Stein, J. Rodney Will, J. J. Jasper, Richard Turpen, D. W. Caldwell.
Media Dept.: D. K. Smith, *d.*

Farson, Huff & Northlich, Inc.
700 Terrace Hilton Bldg., Cincinnati 2, Ohio. Garfield 1-8840. W. R. Northlich, *pres. & bd. chmn.;* J. Seaton Huff, *sr. vp & d;* Alexander Stolley, *vp client a;* Nel-

son R. Trowbridge, *vp client a;* D. K. Smith, *sec., treas. & d;* Martha Ballinger, *ass't treas. A supvr's:* W. J. McLaughlin, J. R. Schmit, A. C. Evans. *Ae's:* Stewart S. Maxwell, John C. Thomas, John E. Wagner, Donald C. Tucker, Pauline Graves; Richard L. Gordon, *pub. rels. d;* Philip R. Goyert, *d design & mchdsg.*

Branch Office:
6307 Riggs Pl., Los Angeles 45, Calif. Oregon 8-2052.

Fay Advertising Agency
Delaware & Hudson Bldg., 19-20 Plaza, Albany 7. N. Y. 4-1159, 8-2018. Bertrand T. Fay, *pres. & treas.;* C. N. Fay, *vp;* Bernice Lawson, *sec.;* Herbert Writer, *art d.*

W. E. Featherstone Advertising Agency
Suite 504, Beneficial Life Bldg., Salt Lake City 1, Utah. Empire 3-2655-6. W. E. Featherstone, *o & mgr.;* Diana M. Sperry, *sec.;* G. W. Featherstone, *treas.;* Harold L. (Hal) Child, *prod. mgr.*

Feeley Advertising Agency, Inc.
2 W. 45th St., N. Y. 36. John J. Feeley, *pres.;* Scott S. Robinson, *vp & ae;* Donald A. Dodge, *vp & ae;* Michael W. Feeley, *treas.;* Frank Sivolella, *art d;* Frank J. Dignam, *publ. d.*
Media Dept.: Joan Barry, *d.*

Feigenbaum & Wermen Advertising Agency
1922 Spruce St., Philadelphia 3, Pa. Locust 7-1466. Harry Feigenbaum, *p & ae;* David Wermen, *p & ae;* A. Allan Greenfield, *art d;* Morton Yarnow, *tv & rad. d;* Marvin Wermen *prod. mgr.;* Mrs. Pauline Goodman, *compt.;* J. Leonard Schorr, Jay Beneman, *ae's.*
Media Dept.: Helen Carrol, *d.*

Nathan Fein, Inc.
136 E. 57th St., N. Y. 22. Plaza 1-5460. Nathan Fein, *pres. & ae;* Ausma Matcats, *art d;* Joseph Russell, *prod. mgr.;* Martin J. Silver, *cpy. chf. & ae.*
Media Dept.: Faye Weinberg, *d.*

George Feldman, Inc.
1186 Broadway, N. Y. 1. Murray Hill 3-4191. George Feldman, *pres.;* Delores Pitt Feldman, *sec.*

Feldman, Lefler, Inc.
Main St., East at Cortland, Rochester, N. Y. Hamilton 8500. Samuel H. Feldman, *pres.;* Katherine Feldman, *vp;* John W. Branch, *sec.;* Marjorie A. Martin, *treas.;* Joseph R. Marvin, *art d.*
Media Dept.: Samuel H. Feldman, *b & tb.*

Fellows Advertising Agency
511 E. Fayette, Syracuse 2, N. Y. 2-4175; 2-4176. Byron F. Fellows Jr., *pres. & ae;* Alex Benthin, *art d;* Harry E. Forwell, *vp, cpy. chf. & ae;* George Piret, *prod. mgr.*
Media Dept.: Byron F. Fellows Jr., *b & tb.*

John C. Fellows Co.
303 S. New Hampshire, Los Angeles 5, Calif. Dunkirk 4-3187. John C. Fellows, *pres.;* Miriam Boucher, *sec. & treas.;* George W. Fowler, *art d.*

Felt Advertising, Inc.
519 Main St., East Orange, N. J. Orange 5-6200. George G. Felt, *pres.;* Donald Burns, *ae.*

Jack P. Felton Advertising Agency
55 W. 42nd St., N. Y. 36. Wis 7-1978, 9. Charles Rissanen, *art d;* S. G. Berger, *prod. mgr.;* Jack P. Felton, *ae.*

Fensholt Advertising Agency
360 N. Michigan Ave., Chicago 1, Ill. Randolph 6-1670. Frank D. Ewing, *chmn.;* Norman D. Buehling, *pres.;* Edna M. Johnson, *vp & sec.;* Robert S. Aitchison, *vp;* A. H. Fensholt, *treas.*

John Harder Fenstermacher
Widmann Bldg., Corry, Pa. 2-8215. John Harder Fenstermacher, *o, cpy. chf. & pub. rels.;* Mary R. Armitage, *sec.;* Michael Dusicksko, *art d;* Martha J. Scholton, *prod. mgr.;* Mary E. Stoddard, *bkkpr.*
Media Dept.: John Harder Fenstermacher, *d & b.*

Paul A. Fergus Co.
120 Franklin Pl., South Bend, Ind. Central 2-4896. Paul A. Fergus, *pres. & ae;* Thomas F. Welsh, James R. Jones, *ae's.*

Courtland D. Ferguson, Inc.
National Press Bldg., Washington 4, D. C. National 8-7713. Courtland D. Ferguson, *pres.;* Lucille Pierce Ferguson, *sec. & treas.;* Gilbert Meekins, *art d;* Bertram J. Cleaves, *auditor.*
Media Dept.: Mrs. Nan Hannum, *tb.*

J. Neal Ferguson & Associates
National City Bldg., Dallas 1, Tex. Riverside 7-0501. J. Neal Ferguson, *o;* Parker Harris, *prod. mgr.*

Fern & Associates
86 Weybosset St., Providence, R. I. Gaspee 1-7202. Sanford M. Fern, *o;* Andrew Lee, *art d;* Kenneth Adler, *prod. mgr.;* Mae Fern, *sec.*

S. M. Ferrer Advertising
744 Broad St., Newark 2, N. J. Market 4-4433. S. M. Ferrer, *o & ae;* Carl Perino, *ae.*

M. W. Fershing, Inc.
350 Fifth Ave., N. Y. 1. Chickering 4-0726. Maurice W. Fershing, *sr. mgr.*

Lawrence Fertig & Co., Inc.
149 Madison Ave., N. Y. 16. Murray Hill 9-7100. Lawrence Fertig, *pres. & treas.;* Philip Lukin, *vp & sec.;* Richard P. Kerr, *cpy. chf.;* Leo Begleiter, *serv. mgr.;* Tony Palazzo, *art d;* Stanley Dusek, *art d;* Joseph Cesare, *prod. mgr. Ae's:* Henry Bretzfield, H. Earl Clawson, Jonah B. Morse, Robert E. Wolfe.
Media Dept.: Selma Grosswirth, *d;* Mrs. Miriam Lond, Mrs. Elsie Rossi, *b's;* Joseph Scherzer, *otdr & transp.*

Fessel & Plouff, Inc.
Commerce Bldg., Louisville 2, Ky. Juniper 3-7768. C. E. Fessel, *pres. & ae;* E. F. Siegfriedt, *vp & ae;* C. Kermit Downs, *sec., treas., art d & ae;* Patricia A. Masters, *cpy. chf.;* D. S. Plouff, *ae.*
Media Dept.: Patricia A. Masters, *d.*

William Hill Field Advertising
Post Road, Green's Farms, Conn. Clearwater 9-3377. William Hill Field, *o. & ae;* Robert Helmling, Alice H. Lee, Arthur B. Toft, *ae's.*

Robert G. Fields & Co.
1100 Sudekum Bldg., Nashville 3, Tenn. Alpine 6-1977. Robert G. Fields, *pres.-treas.;* Robert L. Fields, *ae.*

Fien & Schwerin, Inc.
12 S. 12th St., Professional Bldg., Philadelphia, Pa. Walnut 5-0260. I. L. Fien, *pres.;* Louis Schwerin, *treas. & sec.;* Alan Shapiro, *vp;* Leon Cohen, *art d;* Marilyn Bradford, *traff.;* Rita Carroll, *off. mgr.*
Media Dept.: Stephen Hirschman.

Filmore Co., Inc.
Suite 606, 230 E. Ohio St., Chicago 11, Ill. Whitehall 4-3540. Filmore E. Mandl, *pres., treas. & cpy. chf.;* Stanley E. Wells, *exec. vp & mchdse. supvr., rsrch. & ae;* Patricia A. Dolsen, *libr.;* Steve Schickel, *publ. & pub. rels. d.*
Media Dept.: Stanley E. Wells, *b & tb;* Patricia A. Dolsen, *d, b & tb.*

Finley, Warren & Clay, Inc.
303 Fifth Ave., N. Y. 16. Murray Hill 4-3922, 3. Harry Abrams, *pres. & treas.;* Paul Kallon, *vp, prod. mgr. & ae;* Allan B. Goldenthal, *vp;* Anthony Cannarella, *art d;* Udel Ehrlich, *cpy. chf.;* Gerald Freeman, *publ. d;* Stanley L. Weber, *pub. rels. d.*

William F. Finn & Associates
423 S. Broadway, Tyler, Tex. 2-0876. William F. Finn, *o;* Jean C. Boucher, *treas. & prod. mgr.;* James L. Wilkins, *art d;* Bobbie Craig, *artist.*

Fiore & Fiore Advertising
128 Mallory Ave., Jersey City 4, N. J. Henderson 2-8200. Michael A. Fiore, *pres.;* Albert A. Fiore, *sr. vp;* Bessie V. Fiore, *sec.-treas.;* Katherine Kafouros, *rsrch. d.*
Media Dept.: Bernice Effinger, *d;* D. John Critelli, *flm. b.*

Firestone Advertising Agency, Inc.
101 W. 31st St., N. Y. 1. Lackawanna 4-3388. S. C. Koren, *pres.,* Richard H. Jones, *sec. & treas.;* Hy Steinberg, *art d;* R. H. Jones, *rad. d.*
Media Dept.: T. Babor, *d.*

Firestone-Goodman Advertising Agency, Inc.
1801 Nicollet Ave., Minneapolis 3, Minn. Allan L. Firestone, *pres., rad. d, cpy. chf. & ae;* Archie L. Goodman, *vp, treas. & ae;* Richard J. Firestone, *sec. & ae;* E. Johnson, *cpy. chf.;* Douglas McKilligan, *ae.*
Media Dept.: L. Koehller, *b.*

Fischbein Advertising Agency
914 Marquette, Minneapolis 2, Minn. Federal 5-2251. Bernard E. Fischbein, *pres., treas., cpy. chf. & ae;* Jerome H. Fischbein, *vp & ae;* Hilda Fischbein, *sec.;* Ralph Fuller, *art d;* Betty Ring, *prod. mgr.;* Doris Hoffman, *tv-rad. d;* Oscar H. Molomot, *publ. d & ae;*

Sandra Patterson, *fash. coordi. & rsrch. d;* Hillard I. Brown, *ae.*

Media Dept.: Jerome H. Fischbein, *d;* Betty Ring, *b;* Doris Hoffman, *tb.*

Edgar Walter Fischer & Associates

24 W. Ohio St., Chicago 10, Ill. Mohawk 4-0144. Edgar Walter Fischer, *pres., treas. & ae;* Irene Foster, *sec.;* Charles Lenart, *cpy. chf., publ. d & ae.*

Media Dept.: Edgar Walter Fischer, *d & b.*

Fisher Advertising Service

110 Lawrence St., Brooklyn 1, N. Y. Main 5-4900. Allan F. Fisher, *o;* Al Loiacono, *art d;* Charles White, *prod. mgr. & rad. d;* Richard L. Duhaime, *cpy. chf.*

Media Dept.: Madeline Kluber, *d.*

David E. Fisher Advertising Agency

Towanda, Pa. Towanda 539R4. Col. David E. Fisher, *pres.;* Mrs. Criss L. Fisher, *vp & treas.;* Richard A. Fisher, *vp;* Robert Malloy, *art d;* James Woolf, *sr. consult.*

Media Dept.: Col. David E. Fisher, *b.*

J. H. Fisher Associates

2241 S. Indiana, Chicago 16, Ill. Victory 2-2362. J. H. Fisher, *prop. & ae;* Anthony LaBon, *art d & prod. mgr.;* Betty Zidell, *tv & rad. d.*

Media Dept.: J. H. Fisher, *b;* Betty Zidell, *tb.*

M. M. Fisher Associates

79 W. Monroe St., Chicago 3, Ill. Central 6-6226. Jack L. Fisher Sr., *o & ae;* Jack L. (Bud) Fisher Jr., *co-o & ae;* Alan Fishburn, *cpy. chf.;* Harry Miller, *art d;* Herb Carlin, *publ. d;* Robert A. Weiner, *ae & new bus. mgr.*

Media Dept.: Helene Heintz, *tb;* Donna Stuart, *tb;* Barbara Bentley, *b.*

Fitzgerald Advertising Agency, Inc.

Lee Circle Bldg., New Orleans 13, La. Tulane 3131. Joseph L. Killeen Sr., *pres.;* Joseph H. Epstein Sr., *exec. vp;* Roy M. Schwartz, *vp & chmn. plns. bd.;* Leonard Gessner, *vp & sec.;* E. W. Rector Wootten, *vp & exec. art d;* Warren G. Posey, *vp & d clnt. serv.;* Donald H. Halsey, Harley B. Howcott, Robert Carley, *vp's;* Lee R. O'Pry, *treas.;* Howard E. McDonald, *rsrch. d;* Harold R. Huffman, *busi. mgr.;* Ralph Mulvehill, *mdsg. d;* Lafe Mattingly, *mdsg.;* William H. Thomas, *tv & rad. d;* Boyd Seghers, *ass't tv & rad. d;* Walter Collins, *tv & flm. creat. & prod. d. Ae's:* John Barnetson, James E. Cathey, Charles W. Crandall, David Guthridge, Joseph L. Killeen, Jr., James E. McMahon, John O'Connell, Louis F. Ohliger Jr., Mrs. Mildred Thomas.

Media Dept.: Harley B. Howcott, *exec. in chg.;* David Morse, *ass't. b;* Bruce Hoefer, *b;* Joseph H. Epstein Jr., Mrs. Marie O'Meara, Mrs. Margaret Stair, *tb's.*

L. C. Fitzgerald, Inc.

288 Weybosset St., Providence 3, R. I. Gaspee 1-6760. Louis C. Fitzgerald, *pres.;* Edward P. Conaty, *treas.;* Natalie Johnston, *prod. mgr.;* Jack Martin, *cp. chf.;* Barbara Lowther, *tv d;* Barbara Walsh, *publ. d;* Barbara Meeks, *rsrch. d;* M. D. Fitzgerald, *personnel d;* John Dennehy, *libr.;* E. A. Quinn, Jack Martin, *ae's.*

Media Dept.: Eugene T. Voll, *d;* Wilfred Pickles *b;* Pat Byrne, *tb.*

Fitzmorris Advertising, Inc.

6 N. Michigan Ave., Chicago 2, Ill. Central 6-6902. Charles C. Fitzmorris Jr., *pres.;* Robert B. Owens Jr., *vp;* B. M. Stone, *prod. mgr.;* Hazel Norton, *cpy. chf.*

Media Dept.: Katherine J. Troccko, *b & tb.*

Flack Advertising Agency, Inc.

433 S. Warren St., Syracuse 2, N. Y. Harrison 2-6101. William P. Conklin Jr., *pres. & ae;* Grover H. Hubbell, *vp & ae;* Henry Fraser, *sec.;* Johanna K. Bowman, *treas.;* Jay Garbutt, *art d;* Louis J. McCarthy, *cpy. chf.;* Albert Ametrano, *pub. rels. d & tv-rad. d;* Agnes Kampney, *libr.;* Edward Labs, Milton L. Bebee, *ae's.*

Media Dept.: Johanna K. Bowman, *b.*

Flagler Advertising, Inc.

170 Franklin St., Buffalo 2, N. Y. Cleveland 0925. Morse Flagler, *pres. & treas.;* L. M. Flagler, *vp;* B. M. Brandt, *sec.;* Norman Schoening, *art & prod. mgr.;* C. Edward Scofield, *ae.*

J. R. Flanagan Advertising Agency

475 Fifth Ave., N. Y. 17. Murray Hill 3-1882. James R. Flanagan, *pres.;* Robert L. Flanagan, *vp;* K. Schmidt, *sec. & treas.*

Media Dept.: A. Wagner, *b.*

Flesher Advertising Agency

207 Zook Bldg., Denver 4, Colo. Acoma 2-2908. Bernard R. Flesher, *o;* William Archenhold, *ae;* Bruce L. Graydon, *art d;* John Gimlin, *copywriter.*

Harold E. Flint & Associates

615 Second Ave., N. Fargo, N. D. 5-5333. Harold E. Flint, *pres.;* Richard C. Rosenthal, *sr. vp & sec.;* Lee A. Holland, *sr. vp & treas.* Donald Nelson, *tv d.*

Media Dept.: Harold E. Flint, *d;* Richard C. Rosenthal, *b.*

George F. Florey, Inc.

135 S. LaSalle St., Chicago 3, Ill. Dearborn 2-1634. George F. Florey, *pres. & cpy. chf.;* W. E. Johnson, *vp;* Thomas J. Downs, *sec. & treas.;* Evelyn Frankfort, *prod. mgr.;* E. K. Frank, *rsrch. d;* A. J. Fertig, *ae.*

Media Dept.: Irene C. Thiede, *d & b.*

H. M. Foehl Associates

The Sams Bldg., Water St., Bay City, Mich. Twinbrook 2-1517; 2-1518. Harold M. Foehl, *o & ae;* Marilyn A. Miller, *sec;* Irene M. Hargreaves, *art d;* Anne H. Lloyd, *cpy. chf.*

Foley Advertising Agency

NBC Bldg., Cleveland 14, Ohio. Cherry 1-1490. Robert B. Foley, *pres., art & rad. d.*

Richard A. Foley Advertising Agency, Inc.

1528 Walnut St., Philadelphia 2, Pa. Kingsley 5-1560. Charles H. Eyles, *pres. & ae;* Lee E. Hood, *sr. vp, sec., treas. & ae;* A. Edward Morgan, *exec. vp & ae;* Russel Gray Jr., *vp & ae;* Frank J. Corkery, *vp, cpy. d. & ae;* Earl Steiert, *vp & ae;* Frank M. Knight, *vp & ae;* Wesley Winning, *vp;* William F. Hope, *art d;* Edward G. Griffiths, *mech. prod. mgr.;* Catherine E. Gibbons, *off. mgr.;* David A. Smith, *ae.*

Media Dept.: Wesley Winning, *d.*

Folkart Advertising Agency

145 W. 45th St., N. Y. 36. Judson 2-1174. Jerry Folkart, *pres.;* Josephine Martin, *sec.;* M. V. Mayo, *art d.*

Media Dept.: Frances Folkart, *b.*

Foltz-Wessinger, Inc.

120 N. Shippen St., Lancaster, Pa. Express 2-2105. Lewis H. Wessinger, *pres.;* Frederick S. Foltz, *treas.;* David E. Wagenseller Jr., *vp;* Wilson A. Fredrick, *sec.*

Foote, Cone & Belding

Robert F. Carney, *chmn. bd;* Fairfax M. Cone, *chmn., exec. committ.;* Rolland W. Taylor, *pres.;* Roy Campbell, *exec. vp. Vp's & d's:* Frank E. Delano, William R. Forrest, Robert J. Korentz, Fred Ludekens; Brian F. MacCabe, *mng. d London;* A. E. Rood, *sr. vp chg. finance;* Milton Schwartz, *sr. vp;* Elwood Whitney, *sr. vp & d.*

Branch Offices:

247 Park Ave., N. Y. 17. Murray Hill 8-5000. Roger Pryor, *vp chg. tv-rad;* Thomas McDonnell, *d prgrm. develpmt.;* Charles H. Newbrand, *ass't treas. & off. mgr.;* Anthony Kinzler, *d print prod.;* Paul E. J. Gerhold, *vp chg. m & rsrch.;* Frank J. Gromer Jr., *d m servs.*

Media Dept.: *Grp. d's:* Charles B. Hofmann, Arthur S. Pardoll. *Tbs.:* Peter Bardach, Paul Clark, Richard Pickett, Nathan Rind, Penny Simmons.

155 E. Superior St., Chicago 11, Ill. Superior 7-4800. Richard W. Tully, *gen. mgr.;* Harry F. Dieter, *tv-rad. bus. mgr.*

Media Dept.: Gordon Buck, *vp, d. Tbs.:* Gwendolyn L. Dargel, Dorothy Fromherz, Genevieve Lemper, Vera Taboloff.

Statler Center, 800 Wilshire Blvd., Los Angeles 17, Calif. Madison 9-3611. Roy Campbell, *exec. vp.*

Media Dept.: Gene Duckwall, *vp, d. Grp. d's.:* Lydia R. Reeve, Gene Vaslett. 236 Montgomery St., San Francisco 4, Calif. Sutter 1-2355. John R. Little, *vp & mgr.*

Media Dept.: Llew A. Jones, *d;* Helen Stenson, *tb.*

806 Main St., Houston, Tex. Capitol 8-0395. Edwin H. Badger, *mgr.*

Media Dept.: Grace M. Spanihel, *tb.*

1060 National Bank Bldg., Detroit 26, Mich. Woodward 3-9770, Charles S. Winston, *vp & gen. mgr.*

Media Dept.: Robert F. Hussey, *ae.*

Claire Drew Forbes Advertising

2030 Anacapa St., Santa Barbara, Calif. Lee M. Vanden Handel, *prod. mgr.;* Frank Costanzo, *ass't art d;* Salvatore DiLorenzo, *art d;* Myron Linder, *ass't cpy. chf.;* Lee M. Vanden Handel, *tv d;* Fred H. Metzier, *art d;* Claire Drew Forbes, *chmn.;* Adabeth Holcombe, *prod. mgr.;* Joanne Forbes, *sec. & rad. d;* H. L. Walker, *rsrch. d. Ae's:* Lewis A. Wolff, Eugene C. Auryansen.

Force, Inc.

7 Church St., Paterson, N. J. Lambert 5-2266. Lewis A. Wolff, *pres.;* Eugene C. Auryansen, *exec. vp;* Harold S. Shaw, *vp; Lee M.* Vanden Handel, *tv & rad. d.*

Ford & Co. Advertising
1839 Line Ave., Shreveport 24, La. 3-0351. Oliver J. Ford Jr., *pres. & o;* Marianne Lunberg, *sec.*

Harvey A. Ford Co., Inc.
47 Pleasant St., Brockton, Mass. 8-1206. Richard E. Nelson, *pres.;* Edward A. Poor, *treas.;* Lawrence C. Carlson, *art d & prod. mgr.*

Foreign Advertising & Service Bureau, Inc.
342 Madison Ave., N. Y. 17. Murray Hill 2-3444. J. L. Palmer, *pres.;* H. Alban-Mestanza, *vp;* J. Bruce Swigert, *vp;* Stanley Brill, *art d;* Kenneth Zebersky, *prod. mgr.;* Robert Miller, *pub. rels. d.*
Media Dept.: Karin Hiort, *b.*

John W. Forney, Inc.
Foshay Tower, Minneapolis, Minn. Federal 9-0554. John W. Forney, *pres.;* Fred R. Jones, Clayton Lisy, *vp's;* Marlyn Ryan, *rsrch. d. Ae's.:* Eric Forslin, Clayton Lisy, William Keenan, Adolph Hill, Fred Jones.
Media Dept.: Joan Jackson, *tb.*

Foster & Davies, Inc.
2116 B. F. Keith Bldg., Cleveland 15, Ohio. Cherry 1-0711. F. Carlisle Foster, *pres.;* D. M. Julien, *vp;* M. R. Davies, *vp & treas.;* M. C. McKearney, *vp;* D. C. McFerran, *sec., treas. & prod. mgr.*
Media Dept.: M. C. McKearney, *b;* Jeanne Kohorn, *tb.*

Foulke Agency, Inc.
2340 Rand Tower, Minneapolis 2, Minn. Federal 9-5881. R. W. Foulke, *chmn, treas. & ae;* Eugene H. Gould, *pres. & ae;* Charles E. Brown, *vp. sec. & ae;* Richard C. Flicken, *prod. mgr.;* Richard L. Smith, *cpy. chf;* Gladys M. Campbell, *ass't treas.*

Fox & Mackenzie
1214 Locust St., Philadelphia 7, Pa. Pennypacker 5-9600. W. A. Fox, *pres.; M. E.* Eastman, *sec.;* S. D. Wiggins, *prod. mgr.;* W. H. Martin, *cpy. chf.;* E. M. Reynolds, John W. Schoeninger, *ae's.*

Revill J. Fox & Co.
655 Broadway Bldg., Denver, Colo. Acoma 2-5903. Revill J. Fox, *chmn. bd., pres.;* William B. Chenoweth, *sr. vp.*
Media Dept.: Revill J. Fox, *exec. in chg.; Supvrs.:* William B. Chenoweth, Gertrude Campbell.

Fradkin Advertising, Inc.
114 E. 40th St., N. Y. 16. Oxford 7-5650. Russell L. Fradkin, *pres.*

Carlos Franco Associates, Inc.
420 Madison Ave., N. Y. 17. Plaza 8-0792. Carlos A. Franco, *pres. & ae;* Franklin R. Cawl, *vp, rsrch. d & ae;* Richard W. Hubbell, *vp, gen. mgr., tv-rad. d & ae;* Barbara McGinnis, *sec.;* Edward Mottern, *cpy. chf.*
Media Dept.: Richard Hubbell, *d.*

Francom Advertising Agency
236 Edison St., Salt Lake City, Utah. Elgin 5-7507. Joseph S. Francom, *mgr. & ae;* A. Wayne Baker, *cpy. chf. & ae;* Jack Harvey, *ae;* Thayne Harris, *ae.*

Albert Frank-Guenther Law, Inc.
131 Cedar St., N. Y. 6. Cortland 7-5060. Howard W. Calkins, *chmn. bd.;* Frank J. Reynolds, *pres.;* Victor V. Cevasco, *sr. vp;* Richard A. Cullinan, *exec. vp;* S. A. Speake, *vp & treas.;* E. G. McAdie, *vp & sec.;* Robert W. Day, *vp & tv-rad. d;* Albert Miller, *ass't sec.;* James P. Johnston, *ass't treas. Vp's:* John W. Adams Jr., Howard C. Allen, Gilbert E. Busch, Russell R. Clevenger, Wilfred L. Copping, Frank D. Cruikshank, Richard D. Cruikshank, R. W. Dawson, William F. J. Dietz, George Dock Jr., Adrian M. Farley Jr., Joseph A. Fitzgibbon, Anshel J. Gould, Robert W. Day, Frank W. Hall, J. T. Haneman Jr., August Hirschbaum, Robert M. Jenove, Lucrezia H. Kemper, John R. Knipfing, George H. Knott, Milton T. Kyle, Gregory A. Langley, Howard Liebl, John V. McAdams Jr., Daniel F. McNamara, Stanley F. Merritt, King Rich, William V. Schwartzing, Quentin I. Smith, William J. Tierney.
Media Dept.: Robert M. Jenove, *d & b;* William S. Kelly Jr., *b;* Lawrence Butner, *tb.*
Branch Offices:
10 Post Office Sq., Boston 9, Mass. Hancock 6-5900. August Hirschbaum, *vp & exec. in chg.*
1 North LaSalle St., Chicago 2, Ill. Dearborn 2-6424. R. W. Dawson, *vp & exec. in chg.*
1308 Wilshire Blvd., Los Angeles 17, Calif. Dunkirk 5-4457. Russell H. Clevenger, *exec. in chg.*
Packard Bldg., Philadelphia, Pa. Rittenhouse 6-3915. Milton T. Kyle, *vp & exec. in chg.*
425 Bush St., San Francisco 8, Calif. Yukon 6-4641. Lucrezia H. Kemper, *vp & exec. in chg.*

Clinton E. Frank, Inc.
Merchandise Mart, Chicago 54, Ill. Whitehall 4-5900. Clinton E. Frank, *pres. & treas.;* Buckingham W. Gunn, *vp chg. tv & rad.;* Robert E. Blackburn, Wayne Grinstead, Hill Blackett Jr., Philip E. Bash, William A. Sittig, *vp's;* Louis E. Schueler, *rsrch d.*
Media Dept.: Jack L. Matthews, *d;* Helen Davis, *tb.*

Don Frank & Associates
109 S. Clementine, Anaheim, Calif. Keystone 5-6093. Don Frank, *o;* Robert Walling, *art d;* Jacqueline Robison, *prod. mgr.;* Bill Watters, *pub. d.*

Herbert W. Frank Advertising Agency
314 Stuart St., Boston 16, Mass. Hancock 6-4463-4-5. Herbert W. Frank, *pres., treas. & ae;* Joseph DiStasio, *art d;* Frank Sparks, *prod. mgr.;* Albert Sugarman, *cpy. chf.;* Harold Turin, *tv & rad. d.*

Julian Frank & Associates
22 E. Elm St., Chicago 11, Ill. Superior 7-9117. Julian Frank, *pres. & ae;* Carl Johnson, *art d;* David Grossman, *prod. mgr.;* Julian S. Frank Jr., *cpy, chf. & ae.*
Media Dept.: David Grossman, *d.*

Louis K. Frank Advertising
132 Newbury St., Boston 16, Mass. Ke 6-2595; Ke 6-3320. Louis K. Frank, *pres. & cpy. chf.;* Russ Carpenter, *art d;* Mary E. Norton, *prod. mgr.*

Jones Frankel Co.
180 N. Wabash Ave., Chicago 1, Ill. Dearborn 2-5745. Jones B. Frankel, *pres. & ae;* Richard A. Tajbl, *prod. mgr.;* Henry I. Sherry, *tv-rad. d. Ae's:* A. G. Gaines, Howard S. Stone, C. E. Rose.
Media Dept.: Dorothy Cain, *b.*

Frankland-Johnson Advertising Agency
825 W. Milwaukee Ave., Detroit 2, Mich. Richard S. Frankland, *p;* Laura J. Frankland, *p.*

Franklin Advertising, Inc.
710 N. Plankinton Ave., Milwaukee 3, Wis. Broadway 6-3432. F. R. Bloom, *pres.;* R. M. Darr, *vp.;* M. J. Fowler, *supvr.*
Media Dept.: R. M. Darr, *exec. in chg., b;* J. R. Thayer, *tb.*

Franklin Advertising Service
667-669 Boylston St., Boston 16, Mass. Kenmore 6-4644. Melvin B. Summerfield, *prop, gen. mgr. & ae;* Sherman Daniels, *gen. mgr. of accts. & ae;* Joseph Berthiaume, *art d;* Muriel Moran, *publ. d.*

Franklin Associates
2022 S. Mesa St., San Pedro, Calif. Terminal 3-2455. E. Fred Franklin, *o;* Jeanne Vanderburg, *prod. mgr.;* Nikki K. Pape, *publ. d;* Ruth V. Walker, *libr.;* Bruce Shelly, *libr.*
Media Dept.: Nikki K. Pape, *d.*

Alex T. Franz, Inc.
221 N. LaSalle St., Chicago 1, Ill. Central 6-5025. A. T. Franz, *pres. & ae;* J. T. Miller, *vp & ae;* Eleanor Albrecht, *sec. & treas;* Viola Magnuson, *prod. mgr.;* Walter Williams, *art d;* Allan Brown, *cpy. chf.*

Frease & Shorr Advertising
526 Fourth St., N.W., Canton, Ohio. Gl 6-4761-2. William A. Frease Jr., *sr. p & cpy. chf.;* Joe H. Shorr, *p, art d;* James I. McLinden, *prod. mgr.*
Media Dept.: Nanette DeMuesy.

Frederick-Clinton Co., Inc.
545 Fifth Ave., N. Y. 17. Murray Hill 2-7433. F. C. Burger, chmn.; Harold S. Rieff, *pres., treas., tv & rad. d;* Robert S. Buckbinder, *exec. vp & sec.;* Edward Gambole, *vp & art d;* Martin Goldstein, *prod. mgr.*
Media Dept.: Harold S. Rieff, *tb & b.*

Curt Freiberger & Co.
1439 Court Pl., Denver, Colo. Alpine 5-2048. Curt Freiberger, *pres.;* Robert C. Lochrie, *gen. mgr.*

John Freiburg & Co.
1513 Plaza Del Amo, Torrance, Calif. Fairfax 8-6332. John Freiburg, *pres. & tv d;* Pat Parks, *sec.-treas., prod. mgr.;* R. Garman, *vp & art d;* P. Casey, *cpy. chf.;* G. Yewell, *publ. d.*

Freiwald & Coleman
347 Madison Ave., N. Y. 17. Murray Hill 6-8891. Belmont Freiwald, *p;* Winston Coleman, *p & art d.*
Media Dept.: Belmont Freiwald, *b.*

AGENCIES

Fremont Advertising Agency, Inc.
2709 S. Wells St., Chicago 16, Ill. Fremont R. Gordon, *pres. & treas.;* I. Shepard, *sec.;* Herbert A. Berry, *ae.*

Media Dept.: I. Shepard, *b.*

French and Shields, Inc.
University Club Bldg., St. Louis 3, Mo. Jefferson 1-0037. Oakleigh R. French, *chmn. bd.;* George H. Shields, *pres.;* Arthur Ely Prell, *phd, rsrch. d;* Richard Winkler, *vp & creat. d;* Kenneth J. Bayer, *vp;* Melvon C. Etling, *sec. & treas.*

Media Dept.: Arthur Ely Prell, *phd, d.*

French & Preston, Inc.
500 Fifth Ave., N. Y. 36. Oxford 5-3450. James P. Selvage, *pres.;* Carl Fick, *vp;* Morris M. Lee, *sec.;* J. Preston Selvage Jr., *treas.;* Charles Bauer Jr., *art d;* Louis Cuomo, *prod. mgr.;* Charles L. Hutchings, *creat. d. Ae's:* Morris Lee, J. Preston Selvage Jr., Geoffrey Reynolds, Daniel MacMillan, Carl Fick.

Branch Office:

1625 "I" St. N.W., Washington 6, D. C. Republic 7-4040. Samuel B. Bledsoe, *mgr.*

E. M. Freystadt Associates, Inc.
41 E. 42nd St., N. Y. 17. Murray Hill 2-6313. Everett M. Freystadt, *pres. & ae;* Charles C. Walter, *vp, treas. & ae;* Charles E. Ballard, *vp, sec. & ae;* Frank Haines, *prod. mgr.;* Ralph Kruse, *cpy. chf.*

Jean Scott Frickelton
1355 Market St., San Francisco 3, Calif. Kl 2-2311; Kl 2-0232; Kl 2-3168. Jean Scott Frickelton, *pres.;* Charles C. Gadsby, *vp.*

Al Fried Associates, Inc.
1475 Broadway, N. Y. 36. Bryant 9-6157. Alexander Fried, *pres. & ae;* Mildred Fried, *sec. & treas.;* Stanley Presnick, *art d;* Helen Fluhr, *prod. mgr.;* Philip Greer, *cpy. chf.*

Leon A. Friedman Advertising
34 E. 40th St., N. Y. 16. Lexington 2-4280. Leon A. Friedman, *principal;* Murray Stein, *art d;* Carol Curtin, *ass't art d & prod. mgr.;* Molly Baldwin, *cpy. chf. & publ. d;* Theodore Friedman, *traff. mgr.*

Media Dept.: Dorothy Colon, *b.*

Friedman & Rich, Inc.
Union Trust Bldg., Pittsburgh 19, Pa. Atlantic 1-1266. James H. Rich, *pres.;* Bernard M. Friedman, *vp;* Jack H. Weil, *cpy. chf.*

Friend-Reiss Advertising, Inc.
221 W. 57th St., N. Y. 19. Plaza 7-8030. Lee Friend, *pres., d client serv.;* B. M. Reiss, *exec. vp, treas. & ae;* Harold Reiss, *exec. vp, sec. & ae;* A. Louis Goldfarb, *compt.;* Julius Brown, *prod. mgr.;* Edward Ratner, *tv-rad. d & ae;* Henry Brenner, *rsrch. d & ae. Ae's:* I. Berk, B. Muhleman, P. Weinberg

Dave Fris Advertising, Inc.
277 Lark St., Albany, N. Y. 5-1420; 5-1429 R. David Fris, *pres.;* Donald J. Moore, *vp;* Catherine O'Connor, *sec.;* Harry B. Rez-Zemini, *tres. Ae's:* Donald J. Moore, Catherine O'Connor, Owen H. Norton, Harry B. Rezzemini, Mary E. Humphrey; Bernard Connor, *art d;* Allan Doering, *prod. mgr.*

Media Dept.: Mary E. Humphrey, *d.*

B. W. Frisch & Co.
347 Fifth Ave., N. Y. 16. Lexington 2-8182. Bertram W. Frisch, *o & ae;* Morton Zipnick, *prod. mgr.;* Selma Glickman, *traff.;* A. J. Miller, *cpy.*

Robert R. Frissell, Inc.
313 E. Adams St., Sandusky, Ohio. 4928. Robert R. Frissell, *pres.*

W. J. Fritsche Co.
1559 Allentown Rd., Lima, Ohio. Ca 6-0751. J. Fritsche Jr., *pres.;* F. L. Fritsche, *sec. & treas.*

Frizzell Advertising Agency, Inc.
1905 Third Ave. S., Minneapolis 4, Minn. Federal 2-1915. F. L. Frizzell, *pres. & treas.;* F. C. Sigurdson, *vp., ae & prod. mgr.;* S. C. Frizzell, *vp;* Elizabeth Sigurdson, *sec.*

Media Dept.: F. L. Frizzell, *b.*

L. W. Frohlich & Co., Inc.
34 E. 51st St., N. Y. 22. Plaza 9-1900. L. W. Frohlich, *pres.;* Julian Farren, *exec. vp & ae;* Charles Lewis, *vp, treas. & ae;* Dr. A. Greenberg, *vp chg. cpy;* V. Edward Dent, *vp & ae;* I. L. Burns, *sec.;* R. D. Davis, *admin. ass't;* Thomas Kavanaugh, Louis Donenfeld, *prod. d's;* Elwood I. Elwood, Kenneth Lavey, Charles Attebery, *art d's;* Charles Stern, *m art;* E. Frazie, *d acctg.;* Stanley Rappeport, *ass't cpy. chf.;* Neil Brant *tv, film & rad. d;* W. A. Praetorius, *traff. control;* David Ehrlich, *publ.* d; David Dubow, *d mkt. rsrch.;* R. I. Robinson, *export d;* J. R. Borland, *publications d;* Sandra Smeren, *libr. Ae's:* F. D. Moorman, B. J. Henegan.

Media Dept.; E. Frazier, *d.*

Harry M. Frost Co., Inc.
260 Tremont St., Boston 16, Mass. Liberty 2-6140. Karl M. Frost, *pres. & treas.;* Florence A. Dondero, *vp & ass't. treas.;* Harold E. Bessom, *vp & prod. mgr.;* Harvey P. Newcomb, *vp, sec.; tv & rad. d;* Raymond E. McLaughlin, *up & personnel d;* Rex Maurer, *art d;* Ruth L. Young, *mgr. hotel & travel dept. Ae's:* Sherman Keene, Allen B. Ranger, James E. Cruickshank: Harold E. Bessom, *prod. d.*

Media Dept.: Anna V. Turner, *b;* Virginia Fairweather, *tb.*

Charles F. Fry Advertising Associates, Inc.
60 W. Robinson — P. O. Box 2689, Orlando, Florida. Garden 5-1569. Charles F. Fry, *pres. & ae;* Mrs. Helen L. Knorr, *rsrch. d;* Peter C. Barr, Karl T. Kainz, *ae's.*

Media Dept.: Mrs. Helen L. Knorr, *d.*

Dan W. Frye Advertising
328 Castlegate Rd., Pittsburgh 21, Pa. Ch 2-1800. Dan W. Frye, *prop.;* Elias C. Sam, *prod. d.*

J. Jay Fuller & Staff
220 Delware Ave., Buffalo 2, N. Y. Washington 7268. J. Jay Fuller, *pres.;* Peter W. Kratz, *vp;* Elton W. Davis, *art d.*

Media Dept.: D. W. Fuller.

Fuller & Smith & Ross, Inc.
230 Park Ave., N. Y. 17. Murray Hill 6-5600. R. E. Allen, *pres.;* R. W. Nicholson, *vp & mgr.;* J. M. Archer, *vp & art d;* P. S. Cardozo, *vp, supvr., tv & rad. cpy;* A. E. Duram, *vp & tv-rad. d;* Dr. W. C. Davis, *vp & rsrch. d;* S. Geer, *vp, pub. rels.;* K. E. Moore, *vp & mgr. clnt. serv.;* W. Tuttle, *vp & tv a. supvr.;* G. K. Zern, *vp & cpy. d Vp's.;* G. T. Arthur, H. Bates, W. D. Cunningham, F. B. Duncan, E. W. Gutelius, F. P. Harvey, H. B. Helm, Dorothy Lawrence, G. R. Lyon, G. C. Morris, W. Morris, C. P. Pelham, R. A. Richardson; R. Matheis, *d mecshan. prod.;* Henry Slesar, *creat. d.*

Media Dept.: G. T. Arthur, *exec. in chg.;* B. G. Rasmussen, *mgr. bdcst;* W. R Erhardt, W. Laffey, *bs;* Nine Flinn, *tb;* Antoinette Young *(all foreign b).*

Branch Offices:

1501 Euclid Ave.; Cleveland 15, Ohio. Cherry 1-6700. E. L. Andrew, *chmn. bd.;* J. C. Maddox, *exec. vp & mgr.;* W. G. Chalkley, *vp.*

Media Dept.: W. G. Chalkley, *mgr.;* L. J. Boyle, J. H. Chesire, *ass't mgrs.*

105 W. Adams St., Chicago 3, Ill. Andover 3-5041. E. J. Lauesen, *vp & mgr.*

Media Dept.: C. W. Billingsley, *exec. in chg.*

211 Oliver Ave., Pittsburgh 22, Pa. Grant 1-9565. J. A. McKinven, *vp & mgr.*

Media Dept.: R. C. Pekarek, *exec. in chg.;* W. E. Jasinski, *supvr.*

Fulton, Morrissey Company
612 N. Michigan Ave., Chicago 11, Ill. Delaware 7-6367. J. G. Maynard, *pres. & ae;* Jan Tangdelius, *exec. vp, creat. d. & ae;* J. M. Kemper, *vp & ae;* R. C. Peitscher, *vp, mktg., rsrch. & ae;* B. R. Elam Jr., *mchdse. mgr. & ae;* Kirk Holland, *mchdse, mgr. & ae;* K. J. Hogan, *sec. & treas.;* Rex Teich, *art d;* J. J. Dice, *prod. mgr.;* H. Robert Charles, *d pub. rels.;* R. J. Wanamaker, *ass't creat. d;* Kirk Holland, *ae.*

Media Dept.: K. J. Hogan, *d.*

Clip Furgurson Advertising
1728 Fulton Street, Fresno, Calif. 60811. L. C. Furgurson, *o;* Marjorie Rodgers, *art d. Ae's:* L. C. Furgurson, John M. Hardaway, Jerome Bredow.

Media Dept.: Dorothy M. Pillsbury, *d.*

Branch Offices:

412 Park, San Jose, Calif. Cypress 7-6166. John M. Harokway, *mgr.*

Furman Company
214 E. 26th St., N. Y. 10. Murray Hill 9-1850, 1, 2. Murray F. Furman, *pres.*

Furman, Feiner & Co., Inc.
117 W. 46th St., N. Y. 36. Plaza 7-7393. Norman Furman, *pres.;* Irving J. Gottlieb, *vp;* Edwin Swaback, *art d;* Lon Shaw, Nat Roth, Rose Rodriguez, *ae's.*

Media Dept.: Elaine Garry, *b;* Norman Furman, *tb.*

Furman-Roth & Company
117 W. 46th St., N. Y. 36. Plaza 7-7393. Norman Furman, *p;* Nat Roth, *p;* Nathan Rudnick, *rad. d;* Edwin Swaback, *art d;* Jack Welt, *mdsg.*

Media Dept.: Mimi Gray, *d.*

William Futterman Advertising
737 N. Michigan Ave., Chicago 11, Ill. Mo 4-5131. William Futterman, *o & ae;* Larry Williams, *prod. mgr.;* Sharon Lee, *creat. d;* Joseph Goldstein, *ae.*
Media Dept.: Joseph Goldstein, *d;* K. Siegel, *b.*

Gail Advertising Co.
801 Vance Bldg., Seattle 1, Wash. Se 1622. William M. Gail, *o;* Glenn Dexter, *prod. mgr.*
Media Dept.: William M. Gail, *tb & b.*

Galbraith-Hoffman Advertising
120 E. 56th St., N. Y. 22. Mu 8-7355. William R. Galbraith, *pres. & ae;* Wallace R. Hoffman, *exec. vp & ae;* Victory Kittay, *sec. & treas.;* Alan Judelson, *art d;* Beatrice Mabry, *cpy. chf.;* Helen F. Davis, *publ. d;* J. Hugh McQuillen, *ae.*
Media Dept.: Nancy Jo Fox, *d.*

John M. Gallagher Advertising Agency
45 Maiden Lane, San Francisco 8, Calif. Ex 2-8538. John M. Gallagher, *o, tv-rad. d;* Pat. Sweet, *art & prod. mgr. & pub. d;* Frank B. Johnstone, *ae.*
Media Dept.: Lucille Horgan, *d.*

Robert A. Gallagher Advertising Agency
134 N. LaSalle St., Chicago 2, Ill. Franklin 2-1072. Robert A. Gallagher, *pres.*

Galland Advertising
18 E. 48th St., N. Y. 17. Plaza 5-9142. Harry J. Galland, *pres.;* Fyat Raines, *vp.*
Media Dept.: Fyat Raines, *d.*

Gallard Advertising Agency, Inc.
98 Harrison Pl., Irvington 11, N. J. Essex 2-6392. William J. Gallard, *pres.;* William F. Lynch Jr., *sec., treas. & ae;* Edward L. Dunn Jr., *ae.*

Sam J. Gallay Advertising
67 W. 44th St., N. Y. 36. Murray Hill 2-9026. Sam J. Gallay, *pres.;* Patrick J. Rochford, *vp;* Eugene Guarini, *art d.*

Galloway-Wallace Advertising Agency, Inc.
1216 N. E. 23rd St., Oklahoma City 11, Okla. Jackson 4-2269. Hugh M. Wallace, *pres. & mgr.;* John W. Wallace, *vp & ae;* Bob Cornish, *vp & art d;* William A. Crane, *tv & rad., prod. mgr.*

Galvin-Farris Advertising Agency, Inc.
2201 Grand Ave., Merchandise Mart, Kansas City 8, Mo. Jerome G. Galvin, *pres. & ae;* Fred D. Farris, *exec. vp & ae;* Earl Allvine, *vp & ae;* Dick Halstead, *ae;* Byron Wolfe, *art d;* Hamilton Howard, *cpy. chf.;* Ray Winingham, *prod. mgr.;* Bart Nelson, *tv-rad.*
Branch Office:
Security National Bank Bldg., Kansas City, Kans. Dr. 1-3600.

Robert M. Gamble, Jr., Inc.
1025 Connecticut Ave. N. W., Washington 6, D. C. Na 8-5536. Robert M. Gamble Jr., *pres. & treas.;* Lee Roberts, *sec.;* Anthony Lopez, *art d;* Jacque Duvall, *creat. d;* Truman L. Hunt, *d prod. & traff.;* J. Ferris Brogan, *rsrch. d.*

Gamut, Inc.
647 Franklin Ave., Garden City, L. I. Pioneer 6-3533. John Alogna, *pres. & ae;* Joseph Goldman, *vp & ae;* Arthur Ward, *sec., treas. & ae;* Marilyn Brezee, *traff. mgr.;* Celeste Wessel, *pub. rels. d. Ae's:* Richard Heim, Owen Young Kinnard, John Phillips.
Media Dept.: Ward Silloway, *b.*

Gandy-Owens Advertising
Texas Bank Bldg., Dallas 2, Tex. Ri 8-3922. W. P. Gandy, *o.*

Henry W. Gann Advertising Agency
Chamber of Commerce Bldg., Scranton 3, Pa. Diamond 4-5731. Henry W. Gann, *pres.*

Gapstur Advertising, Inc.
1126 Cottage St., Ashland, Ohio. 4-4581. Joseph M. Gapstur, *o, prod. mgr., personnel d & ae;* Jack M. Detrow, *art d & ae;* Betty J. Robertson, *cpy. chf.;* W. F. Sanford, *ae.*
Media Dept.: Joseph M. Gapstur, *b;* Betty J. Robertson, *d & b.*

Gardiner Advertising Agency
252 E. 2nd St. E., Salt Lake City 1, Utah. Empire 4-6573. Harold Gardiner, *o;* Mrs. Beverly Gardiner, *sec.;* Jim Zogg, *prod. mgr.;* Gordon Johnson, *ae.*

Gardner Advertising Co.
915 Olive St., St. Louis 1, Missouri. Central 1-3200. Elmer G. Marshutz, *chmn. bd.;* Charles E. Claggett, *pres.;* Champ C. Humphrey, *a supvr. & vp;* John H. Leach, *a supvr. & vp;* William L. Spencer, *creat. d & vp;* Beatrice Adams, *vp & tv creat. d;* George W. Bamberger, *vp & a supvr.;* Rudolf Czufin, *vp & exec. art d;* David P. Ferriss, *vp & a supvr.;* William D. Fisher, *vp, tv-rad. prod. d—St. Louis;* Edwin J. Gross, *rsrch. d;* Frank Hepler, Wells Hobler, William J. Rogers, *vp's & ae's;* Warren Kratky, John C. Naylor Jr., Oscar D. Norling, *vp's & a supvr's.;* Dean Pennington, *vp & cpy. d;* Kenneth E. Runyon, *vp & mktg. d;* H. S. Gardner *Jr., sec.-treas.;* Gerlad T. Cowan, *compt. & ass't sec.*
Media Dept.: Frank Heaston, *d;* Frank Clayton, Gordon Hendry, Ray Schoenfeld, *grp. supvr's;* Warren Wiethaupt, *chf. b;* Bill Lahrmann, *b;* Robert Riemenschneider, *ch. tb;* Pat Schinzing, *tb;* Mary Howard, *tb.*
Branch Offices:
9 Rockefeller Plaza, N. Y. Columbus 5-2000. Roland Martini, *vp, exec. d tv-rad.*
7000 Hollywood Blvd., Hollywood, Calif. Hollywood 9-4210. Al Chance, *w. cst. prod. mgr.*

Donald W. Gardner Advertising, Inc.
41 Mt. Vernon St., Boston 8, Mass. Capital 7-5517, 8, 9. Donald W. Gardner, *pres. & ae;* Robert E. Graham, *vp & ae;* Eleanor A. Coates, *sec.;* Philip H. Stockford, *treas.;* Arthur E. Knapp, *art d;* Samuel H. Hallowell, *tv-rad. d & ae.*
Media Dept.: Hannah Auerbach, *d.*

Fred Gardner Co., Inc.
50 E. 42nd St. N. Y. 17. Murray Hill 7-4784. Fred Gardner, *pres., treas. & ae;* Harry C. Lotufo, *vp, prod. & ae;* C. Ralph Bennett, *vp creat. d & ae;* Charles S. Norton, *sec. & ass't treas.;* Edward G. Chase, *vp & ae;* Robert Archer, *art d;* William Stokes, *assoc. art d;* Robert Luce, *mchdsg. d & ae;* Fred McClelland, *publ. d;* M. Kilmartin, *traff. & libr.;* Charles H. Ridder Jr., *ae.*
Media Dept.: Harry C. Lotufo.

H. M. Gardner & Associates
8693 Wilshire Blvd., Beverly Hills, Calif. Oleander 5-7620. H. M. Gardner, Stanley Pflaum, *ae's.*
Media Dept.: Mary Lawrence, *tb & b.*

Ralph D. Gardner Advertising
745 Fifth Ave., N. Y. 22. Plaza 3-8151. Ralph D. Gardner, *o.*

Gardner & Stein
326 W. Madison St., Chicago 6, Ill. State 1-2157. Howard A. Gardner, *pres.;* Bob Stein, *vp;* Bernard J. Oos, *prod. mgr. & ae.*
Media Dept.: Mrs. A. E. Kendall, *d.*

Garfield Advertising, Inc.
26 O'Farrell St., San Francisco 8, Calif. Exbrook 2-3420. Sidney Garfield, *pres. & ae;* C. Alan Conner, *vp & ae;* W. C. Anderson, *vp & ae;* Virginia Juetten, *sec.;* Adeline Blessing, *treas.;* Dex Briggs, *vp & art d.*

Garfield-Linn and Co.
228 N. LaSalle St., Chicago 1, Ill.

Charles H. Garland & Associates, Inc.
1309 N. Central Ave., Phoenix, Ariz. Alpine 8-6928. Charles H. Garland, *chmn. & pres.;* Robert C. Garland, *sr. vp;* Avis Garland, *sec. treas., publ. & pub. rels. d;* Howard King, *art d;* Erma P. Carron, *rsrch. d, prod. mgr. libr. & ae;* Gretta Van Dyke, *cpy. chf.*
Media Dept.: Robert C. Garland, *d, b & tb.*

Garmise Advertising, Inc.
509 Madison Ave., N. Y. 2. Plaza 5-6611. Bert Garmise, *pres., treas. & ae;* Gilbert R. Gabriel Jr., *vp, sec. & ae;* Annette Brodsky, *prod. mgr.;* Al Boker, *art d;* Richard P. Callanan, *ae;* Arthur L. Cone Jr., *cpy. chf.*

Gascoigne & Owen, Inc.
505 Pleasant St., St. Joseph, Mich. YU 3-2321. Jas. P. Owen, *pres. & treas.;* R. S. Gascoigne, *sec.*

Gaskill & Johnson Advertising, Ltd.
45 Branford Pl., Newark 2, N. J. Mitchell 3-3650. John P. Gaskill, *pres. & ae;* Ralph K. Johnson, *sec. & ae;* Reney Myers, *art d;* Lawrence J. Horwin, *cpy. chf. & ae;* Kenneth P. Danielson, *ae.*
Media Dept.: Joseph De Simone, *d.*

Gaskill-Oertel Advertising
P. O. Box 206, Boynton Beach, Fla. 9433. Alice Gaskill-Oertel, *o.*

Gassaway Advertising Agency
74 Trinity Pl., N. Y. 6. Whitehall 3-8171. Nicholas Gassaway, *o.*

AGENCIES

Gates-Bourgeois Advertising Agency

3515 Prospect Ave., Cleveland 15, Ohio. Utah 1-3484. Russell V. Bourgeois, *p & ae;* Charles W. Heminger, *p & ae;* Edward Panosian, *art d;* Gayle Flumerfelt, *prod.*

W. N. Gates Co.

1148 Euclid Ave., Cleveland 15, Ohio. Main 1-1955. C. D. Warnke, *pres., treas. & ae;* E. E. Schrock, *vp, sec. & ae;* William A. Bishop, *vp & ae;* Dinsmore Wheeler, *vp & ae.*

Gauge Associates

Beech & Anchorage Sts., Washington 99, Del. John I. Jacobson, *p, cpy. chf.;* Edwin Golin, *p. & rsrch. d;* J. N. Dahl, *art d;* Barbara Shirks, *libr.;* Leonard F. Leone, *ae.*

Media Dept.: Leonard F. Leone, *d.*

Newsome W. Gay Advertising

4230 Park Lane, Dallas 20, Tex. Newsome W. Gay, *pres.;* J. Benton Harker, *art d;* John A. Zagava, *prod. mgr.;* Mont Hurst, *cpy. chf.*

Gaynor & Co., Inc.

400 Madison Ave., N. Y. Plaza 5-5750. Paul Gaynor, *pres.;* John Ducas, *exec. vp;* Richard Sheehan, Al Rose, Kendall Mau, *vp's;* T. Covington, *rsrch. d.*

Media Dept.: E. J. Marra, *mgr.;* Sadie Annan, *ass't mgr.;* T. Covington, *tb.*

Branch Offices:

291 South LaCienega Blvd., Beverly Hills, Calif. Oleander 5-8191. Kendall Mau, *vp.*

Media Dept.: Dothery Sutton, *b;* Emmett Crotzer, *supvr.*

Gaynor, Colman, Prentis & Varley, London, England. Euston 8110. Arthur Varley, *d.*

Media Dept.: John Pierce, *exec. in chg.*

Geare-Marston, Inc.

Southeast corner 22nd & Locust Sts., Philadelphia 3, Pa. Locust 4-3551. Norman W. Geare, *pres.;* James B. Briggs, *vp & creat. d. Vp's:* I. Orrin Spellman, Frank C. Murphy, Karl L. Gauck, Horace D. Nalle; Charles F. Willis, *sec.;* John E. Rooney Sr., *ass't sec.;* Norman Lewis, *treas.;* Richard Cummins, *art d;* Jesse A. Plumley, *prod. mgr.;* Warren F. Donahue, *cpy. chf.;* George E. O'Connor, *rsrch. d;* George Wolf, *rad. d;* Ben S. Puchaski, *pub. rels. d. Ae's:* John Coverley-Smith, Ross Pilling, James W. Robertson, Granville Worrell III; Harold Guilan, *ass't ae.*

Media Dept.: Frank C. Murphy, *d.*

Branch Office:

405 Lexington Ave., N. Y. 17. Lexington 2-0880. Charles S. O'Donnell, *vp.*

Geer, DuBois & Co.

40 E. 49th St., N. Y. 17. Plaza 8-1835. Solon Geer, *pres.;* Eve DuBois, *sec. & treas.*

Geer-Murray, Inc.

206 Algoma Blvd., Oshkosh, Wis. Stanley 322. R. A. Murray, *pres. & ae;* R. C. Rutledge, *vp & ae;* J. G. Gunning, *vp & ae;* H. A. Anderson, *vp & prod. mgr.;* V. G. Weber, *art d;* D. W. Geer, *treas. & ae.*

Charles A. Geiger Associates, Inc.

666 N. W. 50th St., Miami, Florida. Plaza 1-1780; Highland 3-6846. D. G. Bash, *chmn.;* Charles A. Geiger Jr., *pres., art d, prod. mgr. & pub. rels. d;* W. How Saddler, *exec. vp, sec. & ae;* Charles A. Geiger Sr., *vp;* Cameron C. Steinman, *vp & ae;* Otto Holbein, *vp, tv d, publ. d & ae;* Dorothea D. Geigeer, *treas.;* Mrs. Charles A. Geiger Sr., *cpy. chf. & rsrch. d.*

Media Dept.: Dorothea D. Geiger, *d & b;* Otto Holbein, *tb.*

W. B. Geissinger & Co., Inc.

311 N. Flores St., Los Angeles 48, Calif. Webster 3-7178. W. B. Geissinger, *pres. & ae;* R. L. Williams, *vp, cpy. chf. & ae;* C. L. McGaughey, *sec. & treas.;* R. L. Williams, *tv & rad. d;* Bruce Kaump, *art d & prod. mgr.;* R. P. Crane, *plans chf.;* K. Grayson, *ass't sec., publ. & rsrch. d;* J. Adams, *pub. rels. Ae's:* Lorne Corsaut, Louis Weitzman, Jack Adams, Ed Parker, Al Gail.

Media Dept.: J. M. Wright, *b.*

J. F. Gelders Co.

213 Braniff Bldg., Oklahoma City 2, Okla. Fo 5-0433. J. F. Gelders, *o;* Mary Ann Rheam, *prod. mgr.*

Gelles Advertising Agency, Inc.

2488 Grand Concourse, N. Y. 58, N. Y. Cypress 5-6000. J. M. Lichtenberg, *pres.;* D. Girardi, *art d.*

Abner J. Gelula & Assoc., Inc.

Wilford Bldg., Evergreen 2-6285.

Branch Office:

Abner J. Gelula & Associates of New Jersey, Inc.

Schwehm Bldg., Atlantic City, N. J. Atlantic City 5-1101.

General Advertising Agency, Inc.

7033 Sunset Blvd., Hollywood 28, Calif. Hollywood 3-5128. Ralf M. Spangler, *pres., publ.;* Rolla Lawry, Stan Brown, *vp's;* M. L. Hammond, *sec. & treas. Ae's:* Ralf M. Spangler, Rolla Lawry, M. L. Hammond, Chet Crank, George Stevens, Stan Brown.

Media Dept.: Ralf M. Spangler, *tb;* M. L. Hammond, *b.*

George & Glover

302 Ponce de Leon Ave. N.E., Atlanta 8, Ga. Trinity 2-3597; 3598. Fred A. George Jr., *p & ae;* John A. Glover, *p & art d;* Donald B. Nixon, Sidney J. Colford, *ae's.*

Branch Office:

Morel Bldg., 5 Bull St., Savannah, Georgia. Adams 2-2179; 2170. Karl G. Roebling, *mgr.*

Joseph R. Gerber Co.

1305 S.W. 12th Ave., Portland 1, Ore. Br 0515. Joseph R. Gerber, *p;* Charles H. Devlin, *p & ae;* William D. MacGibbon, *p & ae;* Dean Pollock, *p & creat. d;* George E. Clinton, *p;* F. D. Wieden, *p & tv d;* John Biew, *art d;* Jack Lockie, *prod. mgr.;* Jean Clark Ferris, *rsrch.*

Samuel Gerber Advertising Agency, Inc.

146 Summer St., Boston 10, Mass. Liberty 2-3209. Samuel M. Gerber, *pres.*

H. J. Gerdts Co., Inc.

Herbert J. Gerdts, *pres. & treas.;* Catherine J. Slater, *vp & sec.;* John L. Hansen, *vp & ae;* Charles W. Gerdts Jr., *art d;* Richard Wenzel, *prod. mgr.*

Geren Advertising

185 N. Wabash Ave., Chicago 1, Ill. Andover 3-7161. Myron Geren, *o;* Albin G. Seaberg, *art d.*

Germain-Wertheim

113 W. 42nd St., N. Y. 36. Oxford 5-2260. Leo Germain, *p & art d;* Sidney B. Wertheim, *p & ae.*

H. O. Gerngross & Co., Inc.

1776 Broadway, N. Y. 19. Plaza 7-2772. O. G. Gerngross, *pres. & treas.*

George Gero Advertising

286 Trenton Ave., Paterson 3, N. J. Mulberry 4-4575. George Gero, *o;* Florian Raymond, Seymour Greenwald, *ae;* Alice L. Schwab, *cpy. chf.;* S. Ohrvel Carlson, *art d;* Paul Gavzy, Ellen Greene, *ass't art d's.*

Gerst, Sylvester & Walsh, Inc.

3113 Prospect Ave., Cleveland, Ohio. Arthur Gerst, *pres. Vp's:* Samuel Abrams, Edward Walsh, W. J. Sylvester, Charles A. Rymell; Ruth E. Friedman, *sec.*

Media Dept.: Ruth E. Friedman, *d & b;* Trudi Schluembach, *tb.*

Gerth-Pacific Advertising Agency

251 Kearny St., San Francisco 8, Calif. Garfield 1-1081. Edwin P. Gerth, *pres. & ae;* James W. Clark, *vp & ae;* Dan Adair, *art d;* A. Brilliant, *prod. mgr. Ae's:* Donald T. Snapp, Stuart Williams.

Media Dept.: D. Adrent, *d.*

Getschal Co., Inc.

49 E. 51st St., N. Y. 22. Plaza 8-1100. Budd Getschal, *pres. & ae;* Lester Krugman, *exec. vp & ae;* Leonard Steinberg, *art d;* Irving Levine, *prod. mgr.;* Lee Alexander, *cont.;* Lee Polk, *tv prod. mgr. & ae.*

Geyer Advertising, Inc.

595 Madison Ave., N. Y. 22. Plaza 1-3300. Emerson Foote, *chmn. bd.;* B. B. Geyer, *chmm. exec. comm.;* Sam M. Ballard, *pres.;* John R. Geyer, *vp & sec.;* Frank A. Kearney, *vp;* Wirt M. Mitchell, *vp & creat d;* Ray J. Mauer, *vp & ass't creat d;* Stephan H. Hartshorn, *vp & rsrch. d;* Ralph C. Robertson, *vp & mktg. d;* A. Vernon Bowen, Whiting Hall, Edward G. Zern, *vp's & cpy. d's;* Arthur A. Surin, *vp & art d;* Robert P. Wilson, *vp;* John R. Kunz, *treas.;* George B. Arnold, *ass't sec. & ass't treas.;* LeRoy A. Emmerich, *tv & rad. prod. mgr.;* James W. Harkey, *flm suprv.;* Donald W. McGuinn, *tv & rad. bus. mgr.;* Robert J. Cooper, *mgr. serv. dept.;* Angelo T. Cozzi, *mgr. prod. dept.;* Virginia L. Grimes, *publ. rels. d;* Nathalie D. Frank, *libr. Ae's:* L. C. MacGlashan, Wright A. Nodine, John H. Riordan, Clark B. Glenn, Harry A. Hebbard Jr., Daniel E. Shea.

Media Dept.: Lewis H. Happ, *sr. d;* Margaret T. Ford, *coordin.;* Edward S. Richardson, *b & tb;* Elizabeth B. Powell, *tb;* Gertrude H. Remington, *art b.*

Branch Offices:

14250 Plymouth Rd., Detroit 32, Mich.

Webster 3-5520. Neal Byland, J. F. Henry Jr., *vp's:* Edward J. Corbett Jr., *vp & creat. d;* William D. Lewis, *ae.*

Media Dept.: James R. Telisky, *b.*

931 Third National Bldg., Dayton 2, Ohio. Fulton 4145. E. G. Forst, *vp & mgr.*

Media Dept.: Vincent C. Koepnick, Norman M. Schaefer, *suprvs.;* Catherine L. Hamm, *b.*

Gibbons Advertising Agency, Inc.

Daniel Bldg., Tulsa 3, Okla. Luther 7-2444. J. Burr Gibbons, *pres. & treas.;* John B. Gibbons, *vp & rsrch. d;* Viola Neese, *sec.;* Mrs. I. M. Cole, *auditor;* Floyd Gates, *art d;* Marjorie Flanagan, *prod. mgr.;* Mercedes Freiday, *tv-rad. d.*

Media Dept.: J. Burr Gibbons, *b.*

Gibbons-O'Neill, Inc.

215 E. 49th St., N. Y. 17. Eldorado 5-7733. John A. O'Neill, *pres.;* Mary L. O'Neill, *sr. vp;* John A. O'Neill, *res. d.*

Media Dept.: John O'Neill.

Gibney & Barreca

100 Chestnut St., Springfield 3, Mass. Springfield 9-7334. Albert L. Gibney, *p & ae;* Peter J. Barreca, *p & ae;* Howard E. Paine, *art d;* Charles F. DeBarger, *prod. mgr.;* Rhona Chase, *libr.*

Media Dept.: Rhona Chase, *tb.*

Gibraltar Advertising Agency, Inc.

17 E. 45th St., N. Y. 17. Murray Hill 7-7896. Charles J. Basch III, *pres.;* Frances Scott, *sr. vp. Vp's:* Leo Berman, Caryl Meyers; Clarence Schmidt, *treas.;* Ronald Dawson, *tv & rad. prod.*

Media Dept.: Frances Scott, *d.*

H. L. Gibson Associates

292 Worthington St., Springfield 3, Mass. Republic 9-5689. H. L. Gibson, *o, treas. & ae;* J. W. Gillingham, *vp & ae.*

H. Serrill Gibson Advertising

704 S. Washington Square, Philadelphia 6, Pa. H. Serrill Gibson, *o;* Helen E. Ryland, *treas.;* David Trostel, *ae.*

Media Dept.: H. Serrill Gibson, *b.*

Gilbert Advertising Agency, Inc.

10 W. 55th St., N. Y. 19. Plaza 7-6670. Richard L. Gilbert, *pres. & ae;* Gene Garlanda, *art d;* Barbara Schlanger, *cpy. chf.* Ronald Pine, *prod. mgr. & ae;* Richard Janover, *compt.;* Charles Kraver, *ae.*

Media Dept.: Bess Sanders, *d.*

Gilbert & Associates Advertising

317½ W. Gold St., Albuquerque, N. M. 2-8972. S. S. Gilbert, *pres., cpy. chf. & ae;* Melvin Drake, *tv-rad. d & ae;* Emily Romano, *art d;* Margaret Faris, *prod. mgr.;* Dale Douglas, *ae.*

Gilbert & Benton Advertising

4063 Radford Ave., Studio City, Calif. Stanley 7-1848. Frank Benton, *art d;* Patricia Healy, *prod. mgr.*

Media Dept.: Milton T. Gilbert, *b.*

Gille-Beltaire, Inc.

1104 Maccabees Bldg., Detroit 2, Mich. Temple 2-7150. Frank H. Gille, *pres. & ae;* Beverly Beltaire, *sec., treas. & ae;* Frank L. Dickinson, *art d;* Douglas Holdaway, *prod. mgr.;* Ralph Gogolin, *cpy. chf.;* Paul Toepp, *tv-rad d & ae.*

Media Dept.: Paul Toepp, *tb.*

Gillespie Co.

3327 David Stott Bldg., Detroit 26, Mich. Woodward 2-1432, 3. Walter E. Gillespie, *sec., treas. & ae;* George A. Gillespie, *ae.*

Media Dept.: George A. Gillespie, *b.*

Gillham Advertising Agency, Inc.

Continental Bank Bldg., Salt Lake City 1, Utah. M. C. Nelson, *pres. & treas.;* Lon Richardson, *sr. vp. Vp's:* R. F. Rohlfing, Wendel J. Ashton, J. Y. Tipton, Heber G. Wolsey; Marjorie Farrell, *sec.;* J. R. Furner, *prod. mgr.*

Media Dept.: Ester Cook, *b.*

Bert S. Gittins Advertising, Inc.

739 N. Broadway, Milwaukee 2, Wis. Br 6-5934. Bert S. Gittins, *pres.;* Stewart Carlson, *prod. d;* John Seidl, *mech. prod. mgr.;* James M. Costello, *d industr. mkts.;* E. R. Holtz, *off. mgr.;* Harold E. Nelson, *cpy. d;* Gerald L. Seaman, *tv-rad. d;* G. D. McConnell, *d. agricult. rsrch. Ae's:* Nancy Kelsey, Edward E. Reinke, Carlton D. Stoddard, Oscar C. Dahlman, Robert J. Rice, Warren W. Hutton, Vern Laustsen, George F. Reichert, Gene Lawler, Joseph P. Kenny, James O. Boan, Richard C. Bate, Stanley M. Creek, Robert A. Mueller, James D. Looper, Howard M. Green, Fred E. Phillips & Reese E. Thornton.

Givaudan Advertising, Inc.

34 E. 39th St., N. Y. 16. Ben T. Givaudan Jr., *treas. & ae;* B. T. Givaudan Sr., *vp;* Patricia G. Givaudan, *sec.;* Lester Emmerich, *art d;* Louis Scardino, *ass't. art d;* Marion Koppell, *cpy. chf.;* Richard Dilley, *ae.*

Givens-Davies Advertising Agency, Inc.

352 Sonna Bldg., Boise, Idaho. 2-5549. John W. Givens, *pres.;* Kenneth R. Davies, *vp;* Morris S. Perry, *sec., treas. & art d;* Ward C. Williamson, *prod. mgr. Ae's:* John W. Givens, Kenneth R. Davies.

Glass & Associates

808 Barrow Court, Columbia, Tenn. Evergreen 8-5320. Leon P. Glass, *pres., prod. mgr., cpy. chf. & ae;* Marie Fitzhugh Glass, *vp & ae.*

Media Dept.: Leon P. Glass, *d & b.*

Glasser-Gailey, Inc.

3670 Wilshire Blvd., Los Angeles 5, Calif. Dunkirk 4-2141. G. F. Glasser, *pres. & ae;* J. A. Koopal, *vp;* Hilmar Hansen, *art d & prod. mgr.;* Martha Williamson, *cpy. chf.;* Metta Soberblom, *sec., treas. & personnel d;* A. K. Andersen, *rsrch. d & ae.*

Media Dept.: A. K. Anderson, *tb.*

Gleason Advertising Agency

Fisher Bldg., Detroit 2, Mich. Trinity 3-8181. Ann I. Gleason, *p & mgr.;* Margaret R. Gleason Talbot, *p;* Vera Nedved, *prod. mgr. & ae;* Peggy Van Camp, Marjorie Sawyer, Alive Mandulak, *ae's.*

Media Dept.: Marjorie Sawyer, *d;* Peggy Van Camp, *tb.*

Glenn Advertising, Inc.

301 E. 5th, Ft. Worth, Tex. Edison 2-4476. Merle W. Bell, *vp & mgr.;* A. G. McDaniel, *ae.*

Media Dept.: Merle W. Bell, *exec. in chg.*

Branch Offices:

620 Republic Natl. Bank Bldg., Dallas, Tex. Riverside 1-6686. Ray K. Glenn, *pres.* John H. Stewart, *exec. vp;* Ward M. Wilcox, *vp & mgr;* Duke Burgess, *d prod.;* Liener Temerlin, *d tv-rad.;* Robert Preis, *d mktg.;* Charles L. Cooper, *ae.*

Media Dept.: Ward W. Wilcox, *exec. in chg.*

Transit Tower, San Antonio, Tex. Ca 7-6311. Jack W. Schlichenmaier, *vp & mgr.;* Robert O. Holleron, *vp;* James F. Anderson, Clyde W. Ingle, *ae's.*

Media Dept.: Robert O. Holleron, *exec. in chg.*

820 Lovett St., Houston, Tex. Ja 3-4714. Keith Butler, *mgr.;* Rex Potter, *ae.*

6399 Wilshire Blvd., Los Angeles, Calif. Webster 3-9369. Ray E. Prochnow, *mgr.*

Electric Bldg., El Paso, Tex. Irvin E. Carson, *mgr.*

Globe Advertising Agency, Inc.

Railroad & Monroe Sts., S. Norwalk, Conn. 52143. Sherwood J. Smith, *pres.;* T. H. Canty Jr., *vp;* Hayward H. Smith, *sec. & treas.*

Globe Advertising Service

400 Bellevue Ave., Detroit 7, Mich. A. J. Smith, *pres.;* Bert Westenberg, *treas.;* Elmer Putts, *prod. mgr.;* Sam Picks, *ae.*

Media Dept.: Paul X. Smith, *b.*

Godfrey Agency

437 W. Orange St., Lancaster, Pa. 3-3863; 3-3864. Thomas F. Godfrey, *o, cpy. chf. & ae;* Mary Lou Matroni, *treas.;* Robert A. Swain, *art d;* Frank F. Walter Jr., *prod. mgr.;* John H. Hess, *ae.*

Godwin Advertising Agency

Electric Bldg., Jackson, Miss. 2-5576. George W. Godwin, Eugenia B. Godwin, George W. Godwin Jr., *p's;* Thomas L. Spengler, *mgr. tv & rad. dept.*

Branch Offices:

149 Broadway, N. Y. Worth 4-2762. Albert P. Hand, *mgr.*

218 Richards Bldg., New Orleans, La. Canal 4371. David M. Kleck, *mgr.*

Goehring, Pennoyer Advertising

23 E. 39th St., N. Y. 16. Murray Hill 5-4834. Jack Goehring *p & ae;* Sara Pennoyer, *p;* Victor Keith, *art d;* Phil Berry, *prod. mgr.;* Lyn Allen, *cpy. chf. & ae;* Nona James, *publ. d & ae;* Sandy Goldman, *personnel d.*

Stephen Goerl Associates, Inc.

48 E. 43rd St., N. Y. 17. Murray Hill 2-2627. Stephen Goerl, *pres.;* S. Moore, *vp;* George Ghika, *vp;* Edward Ryan, *cpy. chf.;* S. Liberi, *art d;* S. Holbrook, *d pub. rels;* Dee Day, *publ. d.*

Media Dept.: E. Henley, *b & tb.*

Roy C. Goettsche Advertising

5422 Cresta Way, Jacksonville 11, Florida. Raymond 5-0346. Roy C. Goettsche, *pres.*

AGENCIES

Gold Agency
5579 Pershing Ave., St. Louis 12, Mo. Parkview 5-9927. Sam Goldenberg, *pres. & ae;* Charles V. Wells, *vp & ae;* W. Byron Bellville, *ae;* Cita Ingres, *d art dept.*

Media Dept.: Sally Ben Lofquist, *d.*

H. J. Gold Co.
123 E. 18th St., N. Y. 3. Gramercy 5-1354. Charles Gold, *treas. & ae;* H. J. Gold, *cpy. chf. & ae.*

Media Dept.: Charles Gold, *d & b.*

Max Goldberg Advertising Agency
611 E & C Bldg., Denver 2, Colo. Cherry 4-5333. Max Goldberg, *o & d;* Pat Lewis, *sec.* Joe Manzanares, *art d. Ae's:* Constance E. Gordon, Guy Calleo, George Martin.

Nate Goldberg Advertising Agency
200 E. Second St., Flint 3, Mich. Ce 4-9843. Nate Goldberg, *pres. & cpy. chf.*

Golde Advertising Co.
130 E. 40th St., N. Y. 16. Murray Hill 5-0675; Ne 2-3819. Henry Golde, *o & ae;* Ray Shab, *prod. mgr., tv & rad. d & ae;* Gaspar Vaccarro, *art d;* Norma Plaxen, *cpy. chf. & publ. d.*

Media Dept.: Henry Golde, *tb & b;* Ray Shab, *d.*

Golden Advertising Agency
50 Flatbush Ave., B'klyn 17. Main 4-1375. Ben Golden, *pres., treas. & ae;* L. Pross, *sec.;* M. Plan, *art d;* Ben Horowitz, *prod. mgr.;* Danny Halpern, *cpy. chf.;* D. Thorn, *tv d;* Hal Golden, *publ. d. Ae's:* William Goldstein, Al Vanacaro, S. Zimmerman, Bernie Simon, Herbert Berman.

Media Dept.: Al Vanacaro, *d & b.*

John W. Golden Advertising
R.D.I. Box 335, Utica, N. Y. 42484. John W. Golden, *o.*

Goldenthal Agency, Inc.
234 W. 56th St., N. Y. 19. Circle 7-2188; Circle 7-2385. Allan B. Goldenthal, *pres. & ae;* Henry R. Poster, *vp & ae;* Harold Freedman, *cont.;* Maurice R. Goldenthal, *treas.;* Gloria Stolk, *art d;* Gerald Freeman, *publ. d;* Kurt Stahl, *rsrch. d;* Lydia Miranda, *ae.*

Media Dept.: Lydia Miranda, *b.*

I. A. Goldman & Co.
102 E. Pleasant St., Baltimore 2, Md. Lexington 9-7670. L. A. Goldman, *pres.;* Gabriel Goldman, *ae;* Jack Thompson, *art d;* Selda L. Goldman, *cpy. chf.*

Goldman & Shoop, Inc.
William Penn Hotel, Pittsburgh 30, Pa. Court 1-1525. H. Norman Shoop, *pres.;* Albert D. Goldman, *vp.*

Goldman & Walter Advertising Agency
17 Elk St., Albany 7, N. Y. 5-8864; 8865. Jack Goldman, *pres. & ae;* Edward J. Ryan, *creat. art d & ae;* Norman D. Tillman, *pub. rels. d, rsrch. d & ae;* Eileen Andrews, *cpy. chf.;* Florence Lennon, *off. mgr. & publ. d;* Teresa Heines, *cpy. writer;* Anthony F. DiBello, *ae.*

Media Dept.: Jack Goldman, *tb.*

Leonard M. Goldsmith Advertising
10 S. 18th St., Philadelphia 3, Pa. Locust 8-2281.

Goldsmith-Tregar Co.
145 Wayland Ave., Providence 6, R. I. Jackson 1-6970. George M. Goldsmith, *pres. & ae;* Harold I. Tregar, *vp & art d;* Frederick B. Percy, *prod. mgr.*

Melvin Golub
1866 Watson Rd., Abington, Penn. Turner 4-8209. Melvin Golub, *d.*

Francis D. Gonda Company
6912 Hollywood Blvd., Los Angeles 28, Calif. Hollywood 2-6017. Francis D. Gonda, *p & ae;* Frances L. Lee, *p;* James F. Coyle, *art d;* Florence L. Dyen, *prod. & traff.;* Alex M. Victor, *tv-rad. d & ae;* Allan Delman, *ae.*

Goodman Advertising, Inc.
614 S. San Vicente Blvd., Los Angeles 48, Calif. Webster 8-3993. Mort Goodman, *pres. & treas.;* Dorothy Goodman, *sec.;* James Buck, *art d;* David Horowitz, *cpy. chf., tv-rad. d;* Al Vaughan, *publ. d;* Jean Hamburg, *personnel d.*

Media Dept.: Regina Luckasy, *d & b;* David Horowitz, *b.*

Goodwin-Dannenbaum, Inc.
4814 LaBranch, Houston 4, Tex. Jackson 9-3641. John Paul Goodwin, *chmn. bd.;* Henry J. Dannenbaum, *pres. & treas.;* Anna Jane Wingfield, *vp & sec.*

Media Dept.: Henry J. Dannenbaum, *exec. in chg.*

Goold & Tierney, Inc.
103 Park Ave., N. Y. 17. Murray Hill 6-0509. Gilbert Goold, *pres., treas. & ae;* Louisa Vass, *tv & rad. d;* Thomas Keil, *art d;* D. G. Connors, *prod. mgr. Ae's:* Helen Bryant, Kenneth Westervelt, Henry Balke, Arthur Coe, Harry Breuer.

Media Dept.: Louise Vogel, *b.*

Rune Goranson Co.
314 1st Ave. W., Seattle 99, Wash. Mutual 8680. Rune Goranson, *o;* Virginia F. Hays, *cpy. chf.;* Bob McCurdy, *prod. mgr. & art d.*

Media Dept.: Virginia F. Hays, *d & tb;* Bob McCurdy, *b.*

Gorchov Advertising, Inc.
350 Lincoln Rd., Miami Beach 39, Fla. Je 8-5522. Sidney B. Gorchov, *pres.;* Patricia Daye, *sec.;* Gerry Biegel, *art d & prod. mgr.*

Media Dept.: Robert Schwartz, *d & b.*

Helen Gordon Advertising
704, The Arcade, Cleveland 14, Ohio. Tower 1-0535. Helen Gordon, *o.*

Gordon-Marshall Advertising, Inc.
6520 Clayton Rd., St. Louis 17, Mo. Sterling 1-9192. Stewart M. Scott, *pres. & ae;* John E. Nies, *treas.;* W. Donald Dubail, *sec. Vp's:* Wilson Lewis, Jaclyn Oertle; Jack Radcliff, *art & prod. d.*

Media Dept.: Wilson Lewis, *d;* Jaclyn Oertle, *b.*

Marvin Gordon & Associates, Inc.
920 N. Michigan Ave., Chicago 11, Ill. De 7-0920. Marvin Gordon, *pres. & ae;* Chester L. Mills, *exec. vp, treas. & ae;* John Dobry, *sec.;* Robert Miles Jr., *creat. d;* Neal Waldman, *prod. mgr. & ae;* Jim Everds, *cpy. chf. Ae's:* Russell Finch, Earl Collings.

Media Dept.: Jayne Bauer, *d;* Marvin Gordon, *d.*

Phil Gordon Agency, Inc.
23 E. Jackson Blvd., Chicago 4, Ill. Ha 7-2103. Dan Smith, *pres. & ae;* Philip W. Abrams, *exec. vp, d & ae;* Ruth Sacks, *sec. & d;* M. Torgerson, *treas. & d;* Paul Mathison, *art d;* C. Solomon, *prod. mgr.;* Monroe Glazer, *cpy. chf;* Roy Rutkoff, *serv. d & ae.*

Gordon-Pilling, Inc.
90 Broadway, Paterson 1, N. J. Armory 4-2282. Cecil A. Gordon, *pres. & ae;* Edwin L. Pilling, *vp, treas. & ae;* Joseph Pronsky, *art d.*

Media Dept.: Ruth P. King, *d.*

Tom P. Gordon Company
16 N. Harvey, Midwest Bldg., Oklahoma City 2, Okla. Regent 9-0543. Tom P. Gordon, *o, cpy. chf, publ. d & ae;* Jack Tubb, *tv-rad. d & ae;* Loretta Dabney, *prod. mgr. & rsrch. d;* P. Lambert, *ae.*

Media Dept.: Tom P. Gordon, *d & b;* Jack Tubb, *tb & b.*

Gore-Serwer, Inc.
420 Madison Ave., N. Y. 17. Murray Hill 8-6265. Chester A. Gore, *pres.;* Leo Greenland, James Serwer, *vp's;* Murray Platte, *treas. & rsrch. d;* Charles B. Ripin, *tv-rad. d;* Randi Crystal, *fash. d;* William Bowman, *exec. art d;* William Stewart, *art d;* Bernard Spiro, *prod. mgr.;* Audree Allison, *traff. mgr.;* Sandy Wyatt, *publ. d. Ae's:* Randi Crystal, Leo Greenland, Charles Ripin, James Serwer, Jane Timberlake Waring.

Media Dept.: Murray Platte, *d;* Carole Pitkin, *b.*

Foreign Office:
Gore/Serwer, International, 25 Rue St. James, Nueilly Sur Seine, France.

Gore Smith Greeland, Inc.
420 Madison Ave., N. Y. 17. Murray Hill 8-6265. Mrs. Eileen Milling, *pub. rels. d & member plans bd.*

Gotham-Vladimir Advertising, Inc.
342 Madison Ave., N. Y. 17. Oxford 7-4300. G. Ellsworth Harris, *chmn. bd. & d;* Duncan D. Sutphen Jr., *chmn. exec. comm. & d;* Irwin A. Vladimir, *pres. & d;* Arthur A. Kron, *exec. vp, treas. & mng. d, tv-rad. supvr.;* Richard H. Hobbs, *sr. vp & d;* Daniel C. Kaufherr, *vp & d;* Robert F. Kendall, *vp & d. Vp's:* Arthur F. Connolly, Evelyn Ringrose, C. G. Rourke, Joseph T. Sloane, M. Craig Spitz; William V. Rieglane, *vp, art & prod. supvr.;* Chester A. Priest, *sec. & d;* Sally Allen, *ass't sec.;* Margaret E. Starch, *rsrch. d;* Kathleen Long, *pub. rels. d. Ae's:* Sally Allen, Arthur F. Connolly, G. Ellsworth Harris, Richard H. Hobbs, Daniel C. Kaufherr, Robert F. Ken-

dall, Arthur A. Kron, Donald Lupton, Evelyn Ringrose, C. G. Rourke, Joseph T. Sloane, M. Craig Spitz, Irwin A. Vladimir, Kenneth E. Hammond.

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111 North Market, Champaign, Ill. 6-3766. Robert F. Grubb, *p, gen. mgr. & ae;* Leon L. Petersen, *cpy. chf. & ae;* Dale R. Arvidson, *tv & rad. d & ae;* Gene Wilder, *art d;* Dave Powell, *prod. & traff. mgr.;* Raymond E. Nadeau, *rsrch. d & ae. Ae's:* Earl F. Broihier, Marshall J. Scott.
Media Dept.: Helen M. Huley, *tb.*

Art Gruber Associates
4401 E. Lake St., Minneapolis 6, Minn. Parkway 1-1661. A. R. Gruber, *pres. & treas.;* E. M. Gruber, *sec.;* Karin Johnson, *libr.;* Norman Vinitsky, *ae.*
Media Dept.: A. R. Gruber, *b;* Norman Vinitsky, *tb.*

Jay Gubitz Associates
150 W. 49th St., N. Y. 19. Circle 7-1770. Jay Gubitz, *pres.*

Guenther-Bradford & Co., Inc.
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Media Dept.: W. H. O'Brien, *b.*

Guenther, Brown, Berne, Calkin & Withenbury, Inc.
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Branch Office:
Wheeling, West Virginia. Cedar 22930. John F. Schroeder.

Guerin, Johnstone & Jeffries, Inc.
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Guild, Bascom & Bonfigli, Inc.
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Media Dept.: Rod MacDonald, *hd. exec. in chg.;* Dick Tyler, Peg Harris, Mary Ferriter, *d's.*
Branch Offices:
1750 N. Vine St., Hollywood, Calif. Ho 9-8217. Dave Fulmer, *progrm. d & hd. tv staff;* George Allen, *busi. mgr.*
515 Madison Ave., N. Y. 22. Plaza 1-3979. Reggie Schuebel, *d ntwk. stations;* Henry Buccello, *ae.*
603 Stewart St., Seattle 1, Wash. Seneca 3711. Tom Killilea, *ae.*

Guilford Advertising Agency
103 Park Ave., N. Y. 17. Murray Hill 3-5453. Frances G. Guilford, *ae.*

AGENCIES

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Media Dept.: Mrs. Fern Luker, *d;* Miss Irma Faerber, *tb.*

Lawrence C. Gumbinner Advertising Agency, Inc.

655 Madison Ave., N .Y. Templeton 8-1717. L. C. Gumbinner, *chmn. bd.;* M. Goodman, *pres.;* M. Freund, *exec. vp;* P. G. Gumbinner, *vp, tv & rad.;* Herman Kornblum, *vp, prod.;* Hershel Bramson, *vp, art;* Sumner H. Wyman, *vp, mdsg.;* Graeme Macleod, *vp;* L. S. Goldsmith, *assoc. counsel;* Thomas Geisinger, *rsrch. d;* Stuart Campbell, Ray Loveday, *art d's. Ae's:* Robert Lurie, Harold Braun, Sy Ethan, Florence St. George.

Media Dept.: Henry J. Katz, *d;* Anita Wasserman, Diane Neugarten, Gail Meyers, *tbs.*

Torkel Gundel Advertising

110 S. Dearborn St., Chicago 3, Ill. Dearborn 2-6334. Torkel Gundel, *o;* Edward S. Pastirik, *cpy. chf.;* John M. Palansky, *art d.*

Gundlach Advertising Agency (Division of G. P. Gundlach & Co.)

1201 W. 8th St., Cincinnati 3, Ohio. Garfield 1-2700. G. P. Gundlach, *pres. & ae;* G. B. Gundlach, *exec. vp & ae;* L. B. Lampe, *vp, prod. mgr.;* G. J. Meier, *ass't. to pres.;* E. E. Sontag, *sec.-treas.;* G. Eisele, *ass't sec.-treas.;* William Fay, *art d;* C. E. Lawrence, *rsrch. d & ae. Ae's:* Bob Bischoff, Morton Lipman, F. J. Monroe, F. P. Murray, J. Neville, R. C. Ruhl, D. N. Searles, A. A. Stone, W. G. Warnick, H. J. Weber, N. H. Williams, R. K. Williams, A. L. Woltering.

Media Dept.: James McCudden, *d.*

Gunness Advertising

1121 Pleasant St., Janesville, Wis. Pleasant 4-4806. Wayne N. Gunness, *creat. d;* Warren A. Gunness, *prod. mgr.;* Charles Fabisiak, *art d.*

Media Dept.: Warren A. Gunness, *d.*

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Media Dept.: Marguerite Jackameit, *d & b.*

Gutman Advertising Co.

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Media Dept.: D. Milton Gutman, *b.*

Gutman Advertising Service

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M. H. Hackett Co.

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Media Dept.: Peter Karp, *b & tb.*

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Media Dept.: J. M. Haggard, *b.*

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John B Haines Advertising Agency

1218 Chestnut St., Philadelphia 7, Pa. Pennypacker 5-1858. J. B. Haines, 3rd, *ae.*

Media Dept.: C. S. Haines, *b.*

Hall Advertising Agency

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Maybelle F. Hall Co.

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Media Dept.: Evelynne Pfaff, *b.*

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Media Dept.: F. Bradley Stubinger, *d.*

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Media Dept.: C. W. Neagle, *exec. in chg.*

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Herman Halpern Advertising

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Media Dept.: Veronica E. Heckt, *d.*

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Media Dept.: Irene Burton, *b.*

Branch Office:
101 W. 55th St., Plaza 7-0955. Charles J. Charney, *mgr.*

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Media Dept.: Robert G. Hammond, *d;* Robert W. Boyle, *tb.*

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Media Dept.: Miss Benet Hanau, *b.*

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Media Dept.: James F. Hanaway, *tb.*

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Media Dept.: Clem T. Hanson, *b.*

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Media Dept.: Bob Hargreaves, *b & tb.*

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22 S. Main St., Salt Lake City 1, Utah. Elgin 5-6043. Hal R. Harmon, *o & mgr.*

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Media Dept.: Tom Page, *d.*

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Media Dept.: Janet Lindsay, *m.*
Branch Office:
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Media Dept.: Terri Brady, *d.*

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Media Dept.: Miss Jeri Miller, *b, all national;* Miss Grace Reiner, *b, all local.*

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Media Dept.: Ralph Harris, *b & tb.*

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Media Dept.: Claude Harrison, *exec. in chg.*

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Media Dept.: Mildred Taxman, *d.*

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Harrison-Rippey Advertising Co.
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Media Dept.: Milton Rippey, *b.*

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113 S. 21st St., Philadelphia 3, Pa. Pennypacker 5-8477. Ralph A. Hart, *pres. & ae;* Leon Greenfield, *art d;* Theodore Barkus, *prod. mgr. & ae;* Murray Firestone *cpy. chf. & ae;* Michael Schwartz, *ae.*
Media Dept.: Vivian Friedman, *d.*

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Media Dept.: Virginia Caldwell, *d;* Jean Seaman, *tb.;* Gloria McNamee, *b.*
Branch Office:
Graybar Bldg., 420 Lexington Ave., N. Y. 17. Murray Hill 9-8637. John D. Berg, *mgr.*

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Media Dept.: Margaret C. Ryan, *b.*

W. C. Hartman Advertising Agency
520 Oak St., Suite 100, Syracuse 3, N. Y. Granite 4-5751. William C. Hartman, *pres.*

Hartogensis Advertising Co.
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Media Dept.: Ruth G. Hartogensis, *d.*

Harvey Advertising Agency
National Reserve Bldg., Suite 209, Topeka, Kansas. Central 2-4885. Perce Harvey Jr., *pres.;* E. D. Harvey, *sec. & treas.*

Harvey-Massengale Co., Inc.
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Media Dept.: John Moorhead, *tb.*

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Media Dept.: Mildred I. Cline, *d.*

G. E. Hatch Advertising
75 Longfellow St., Baldwin, N. Y. Baldwin 3-4875. George E. Hatch, *gen. mgr.*
Branch Office:
Whitehall, N. Y. Whitehall 440. D. C. Zipp, *mgr.*

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Media Dept.: Logan H. Miller.

Haugan Advertising, Inc.
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Branch Offices:
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23242 Lilac Ave., Farmington, Michigan. Gr 4-4237. John L. Bailey, *ass't sec., treas. & mgr.*

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Media Dept.: A. L. Kupferman, *b.*

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3720 Mullen Place, Los Angeles 43, Calif. Axminister 4-3547. Orson W. Hauter, *pres.;* P. A. Haroldson, *cpy. chf.;* Orville H. Hampton, *ae.*

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137 Chestnut St., Rochester 7, N. Y. Baker 5-8610. Haviland Nash Sr., *pres.;* Haviland Nash Jr., *sec.-treas.;* Ronald Bishop, *art d;* Philip Blocker, *prod. mgr.*
Media Dept.: Mrs. Sirelda Brown, *d.*

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Media Dept.: Martin Haydon, *d.*

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Media Dept.: Daniel S. Heath, *d.*

Healy Advertising Agency
516 Bloomfield Ave., Montclair, N. J. Pilgrim 4-1100. Paul M. Healy, *o.*

S. H. Heathwood Associates
656 Beacon St., Boston 15, Mass. Commonwealth 6-3356, 7, 8. Sydney H. Heathwood, *o.*

Herbert-Robinson, Inc.
511 Louderman Bldg., 317 N. 11th St., St. Louis 1, Mo. Garfield 1-2111. Hal Herbert, *pres. & ae;* W. A. Robinson, *vp, treas. & ae.*

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1 E. 42nd St., N. Y. 17. Murray Hill 7-4067. H. G. Grasse, *vp.*

Hege, Middleton & Neal
Watson Bldg. (P. O. Box 2993), Greensboro, N. C. 5-2831. James A. Middleton, *p & art d;* John H. Neal, *p;* Carl R. Rich, *prod. mgr.;* Jim G. Pinnix, *publ. d;* Marjorie Hawkland, *off. mgr. & libr. Ae's:* John H. Neal, Jim G. Pinnix.
Media Dept.: Betty Splawn, *d.*

Earl Heims & Associates
835 S. W. 16th, Portland 5, Ore. Ca 3-6124. Earl Heims, *o;* Bob Huffman, *art d;* Brian Kovsky, *prod. mgr.;* Naomi Disney, *cpy. chf. & ae;* Walt Hawthorne, *ae;* Earl Heims, *Personnel d.*
Media Dept.: Walt Hawthorne, *d.*

Heineman, Kleinfeld, Shaw & Joseph, Inc.
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Media Dept.: Julius Joseph Jr., *d;* Alice Ross, *tb;* Mary Francis, *b.*
Branch Office:
532 N. Cherokee Ave., Los Angeles, Calif. Hollywood 6-8892. Howard Blake, *mgr.*

Don Heinrich Advertising Agency
1123 N. Knoxville, Peoria, Ill. 8-1869. Donald J. Heinrich, *pres.;* Edna Field Blair, *cpy. chf.*
Media Dept.: Edna Field Blair, *d.*

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Media Dept.: Diana M. Wear, *d.*
Branch Office:
240 Stockton St., San Francisco, Calif. Garfield 1-0477. Daryl Sherfey, *mgr.*

C. D. Heiser Advertising Agency
2424 Euclid Ave., Cleveland 15, Ohio. Superior 1-7107. C. D. Heiser, *o.*

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Media Dept.: Paul Lynn Heller.

Helmer & Halbach Advertising
415 WCU Bldg., Quincy, Ill. Baldwin 3-2180. John Helmer, *art d & prod. mgr.;* R. W. Halbach, *ae.*
Media Dept.: R. W. Halbach, *d.*

Henry M. Hempstead Co.
810 N. Michigan Ave., Chicago 11, Ill. Mohawk 4-0072, 3, 4, 5. Henry M. Hempstead, *pres., treas. & ae;* E. Earl Lines, *vp & ae;* Cliff Knoble, *vp;* Lurline T. Bennell, *sec.;* Sidney M. Flom, *prod. mgr;* Francis A. Harper, *cpy. chf.*
Media Dept.: Lurline T. Bennell, *b.*

Henderson Advertising Agency, Inc.
Fifth Fl. Insurance Bldg., Greenville, S. C. Cedar 2-7611. James M. Henderson, *pres.;* Howard K. McIntyre, *vp.*
Media Dept.: Betty McCowan, *b.*

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8047 Park Cities Branch, Dallas 5, Tex. Lakeside 6-7311. E. R. Henderson, *o;* Martha Parnass, *sec.;* Harvey L. Shaw, *prod. mgr.;* Martha B. Henderson, *sec. & treas.*

Scott Henderson Advertising
Arizona Land Title Bldg., Tucson, Ariz. Scott Henderson, *pres. & ae;* Jean Henderer, *exec. co-ordinat. & ae;* Bill Pegler, *ae;* June Swank, *traff.*
Media Dept.: Jean Henderer, *d;* Scott Henderson, *tb.*

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225 S. 15th St., Philadelphia 2, Pa. Kingsley 6-3838. Foster A. Babcock, *pres.;* Vincent A. Carberry, Leo P. Murray, *vp's;* M. John Romer, *sec. & treas.;* David S. White, *creat. d;* John F. Reavey, *compt.*
Branch Office:
Empire State Bldg., N. Y. 1. Chickering 4-8515. Vincent A. Carberry, Leo P. Murray, *vp's;* Edward Tichy, *creat. d.*

Henke & Associates
1875 Clybourn Ave., Chicago 14, Ill. Bittersweet 8-4414, 15. Herman E. Henke, *principal;* Marion L. Govan, *cpy chf.;* G. Maynard Clark, *art d. Ae's:* John Dale, Robert Carroll.

Henri, Hurst & McDonald, Inc.
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Media Dept.: Charles Pumpian, *d;* M. G. Reynolds, *b;* Laura R. Hall, *tb.*

Hepworth Advertising Co.
3404 McKinney Ave., Dallas, Tex. Lakeside 6-7785. S. W. Hepworth, *pres.;* J. W. Ball Jr., *sr. vp;* N. C. Olson, *tv d.*

Herald Advertising Agency, Inc.
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Milton Herder Advertising, Inc.
55 W. 42nd St., N. Y. 36. Bryant 9-1963. Milton Herder, *cpy. chf. & ae;* Seymour Augenbraun, *art d;* Thor Bostrom, *ass't art d;* Addie Olkes, *prod. mgr.;* Anne Winter, *publ. d.*
Media Dept.: Ruth Paul, *d.*

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Media Dept.: Louis F. Herman, *b & tb.*

Herman & Sanders Advertising
1170 Broadway, N. Y. 1. Lexington 2-0839, 40. Irving Sanders, *ae;* Martin Tully, *art d;* Thomas Herman, *prod. mgr.*
Media Dept.: Mollie C. Herman, *b.*

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Media Dept.: Ruth Walter, *d, b & tb.*

C. J. Herrick Associates
2 W. 45th St., N. Y. 36. Yukon 6-6090. Clarence J. Herrick, *pres.;* Irene Staub, *rsrch. d.*
Media Dept.: Carl Klein, *d.*

Hershey-Paxton Co.
3007 E. Grand Blvd., Detroit 2, Mich. Trinity 4-0440. Benjamin Paxton, *p, rad d & ae;* Milton E. Hershey, *p, treas., personnel. d, tv d & ae;* Morrey Prujansky, *p & art d.*
Media Dept.: Benjamin Paxton, *d.*

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551 Fifth Ave., N. Y. 17. Oxford 7-6330. J. M. Hickerson, *pres., treas. & ae;* Judy Rodier, *sec.;* E. V. Hassold, *art d;* W. A. Miller, *prod. mgr.;* Raymond Browne, *creat. d;* T. C. Du Mond, *publ. rels. d. Ae's:* Raymond Browne, Robert W. Hoebee.
Branch Office:
2021 Grand Ave., Des Moines 12, Iowa. Atlantic 2-0221. Shelton R. Houx, *vp, mgr. & ae;* Robert MacRae, Robert H. Morgan, *ae's.*

Hickey-Murphy, Inc.
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Media Dept.: Wilbur J. Manthey, *exec. in chg.*

Hicks & Greist, Inc.
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Media Dept.: M. A. Marzuk, *d;* Vincent Daraio, *tb;* D. Edward Ricchiuto, *premium b.*

Livingstone Porter Hicks
350 Madison Ave., Detroit 26, Mich. Wo 3-4641. L. P. Hicks, *o;* Mrs. Andrea Stempien, *prod. mgr.*

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315 Gold Ave., S. W., Albuquerque, N. M. 7-8844. Ward Hicks, *o. Ae's:* John T. Airy, Philip Willmarth, Wayne Reynolds, Fred McCaffrey; Tom Jones, *tv & rad. dept.*

The Albert P. Hill Co., Inc.
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Media Dept.: P. Holt.

Hill and Knowlton, Inc.
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Branch Office:
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W. S. Hill Co., Inc.
1700 Arrott Bldg., Pittsburgh 22, Pa. Court 1-0240. Vinton H. McClure, *pres.;* Allen F. Heinecke, *exec. vp;* John A. Fink, *vp;* Roy W. Thomas, *sec. & prod. mgr.;* James G. Jilvick, *treas.;* Robert L. Bogaski, *art d;* C. E. Hillborn, *cpy. chf. & rsrch. d.*

F. Willard Hills Advertising Service
1605 Fifth Ave., Moline, Ill. Moline 4-7181.

Hilton & Riggio, Inc.
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Media Dept.: Maria Carayas, d.
Branch Office:
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Fred A. Hinrichsen Advertising Agency
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Hirsch, Tamm & Ullman, Inc.
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Media Dept.: Margaret Bronson, *d b & tb;* Harman I. Moseley, *b.*

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3540 Wilshire Blvd., Los Angeles 5, Calif. Dunkirk 8-3121. Robert M. Hixson, *pres.;* Kai Jorgensen, *chmn. bd., exec. vp;* H. Dorr. Walsh, *vp, sec., tv-rad. d;* Hayes Bowers, *treas.;* Tyler Macdonald, *chmn. plans bd.;* Paul R. Jordan, *vp & gen. mgr.;* William T. Adams, *vp & cpy. chf. Vp's:* William E. Betts, Crofton Jones, Russell N. Lockwood, Tyler Macdonald, Leon Thamer, Lewis K. Woodward, Arthur Sherman, *art d;* Herb Kessler, *prod. mgr.;* Frederick L. Olsen, *rsrch. d;* Eric E. Strutt, *tv producer. Ae's:* William E. Betts, Peyton Carroll, Robert E. Cody, Jane Collins, Mildred Fluent, Crofton Jones, Paul Keye, Tyler Macdonald; William H. Manning, Richard McFarland, Georgena Melin, Ross L. Sawyer, Leon Thamer, Lewis K. Woodward, Jack Courtney, Charles V. Davis.
Media Dept.: Frederick L. Olsen, *d;* H. Dorr Walsh, Wayne Stoops, Marge Allen, *b's;* Harriett M. Weigand, *tb.*
Branch Offices:
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2961 Fifth Ave., San Diego 3, Calif. Cypress 6-2157. Robert Cody, *mgr.;* Donna M. Barness, *personnel.*
500 Wall St., Seattle 1, Wash. Mutual 0393. E. M. Arndt, *mgr.;* Robert Denby, Elaine Younglove.

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Media Dept.: William T. Cornish, *d.*

Hockaday Associates, Inc.

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Media Dept.: Vivien Drummond, *d.*

Hoefer, Dieterich & Brown, Inc.

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Media Dept.: Wallace C. Riddell, *d;* Katherine MacNamara, *b & tb.*

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120 Boylston St., Boston 16, Mass. Liberty 2-1265. David Hoff, *o & prod. mgr.;* Diane Hoff, *art d. Ae's:* Lawrence Mayer, Lawrence Hoff, Bernard Milhender.

Media Dept.: Bernice S. Hoff, *d.*

Hoffman Advertising, Inc.

370 Lexington Ave., N. Y. 17. Murray Hill 3-7760, 61. H. I. Hoffman, *pres. & ae;* J. H. Carroll, *vp & sec.;* Leonard Pickard, *treas.;* Julian Haas, *art d;* Dr. Frank Vinci, *medical d;* Herbert Jensen, *visual aid;* Harriet Stoddard, *personnel d.*

Media Dept.: J. H. Carroll, *b.*

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Media Dept.: Paul Doniger, *d.*

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Media Dept.: Melvin A. Hoffman, *d.*

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Media Dept.: P. Mulvanny, *d.*

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Media Dept.: Thomas Dimaio, *d.*

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Media Dept.: Glenna Cunningham, *b.*

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Media Dept.: Brenda B. Bigwood, *d.*

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Media Dept.: Leslie A. Jonas, *d.*

Jack T. Holmes & Associates

927 Eighth Ave., Ft. Worth, Tex. Edison 2-7635-6-7. Jack T. Holmes, *o & mgr.;* Stanley F. Nelson, *rsrch. d & creat. serv. d;* Welsey T. Nelson, Arnold L. Stephens, *acct. supvrs.;* K. L. Miller, *tv & rad. d;* Richard W. Pemberton, *prod. mgr.*

Media Dept.: Mrs. Lois Church, *d.*

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Media Dept.: James W. Holmes, *d, b & tb.*

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George R. Holt Advertising Agency

757 N. Broadway, Milwaukee 2, Wis. Broadway 2-4373. George R. Holt, *o.*

Honig-Cooper Co.

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Branch Office:
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Media Dept.: Mel Lucas, *b.*
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H. A. Hooker Advertising Agency, Inc.

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Hopkins Agency

1504 Guardian Bldg., Detroit 26, Mich. Woodward 5-6888. Ernest L. Covington, *art d;* James H. Hopkins, *prod. mgr.;* John M. Hopkins, *cpy;* Nat W. Hopkins, *adv. d;* Margaret A. Boldt, *off. mgr.*

Hopkins, Patwell & Associates

Div. of National Bakers Services, Inc.
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Media Dept.: Ruth Patwell, *b.*

Schuyler Hopper Co.

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Hopson Advertising Agency

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Horton, Church & Goff, Inc.

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Media Dept.: Robert L. Hammond, *b.*

Arthur L. Hossack Co.

154 E. Erie St., Chicago 11, Ill. Superior 7-4845. Arthur L. Hossack, *o & prod. mgr.;* A. Snyder Thompson, *art d;* George Singer, *cpy. chf.*

Houck & Co., Inc.

2013 S. Jefferson St., Roanoke, Va. Diamond 5-8115. C. B. Houck, *chmn. bd.;* C. B. Houck, *pres.;* Kathryn H. Ferguson, *sec. & off mgr.;* William B. Houck, *vp & ae;* Otto N. Whittaker Jr., *vp & ae;* Edwin R. Deady, *vp & art d;* Robert Holmes, *tv & rad. d;* Chris Jamison, *ass't art d;* Jeannette G. Thorne, *rsrch. d & ae;* Leon Mitchell, *prod. mgr.;* Herbert Weaver, *ass't prod. mgr.;* William F. Downs, Ford Stephens, Randolph Gregg, *ae's.*

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Media Dept.: Harold H. Dobberteen, *d. Assoc. d's.:* Robert H. Boulware, John J. Ennis.

Howard Advertising Associates, Inc.

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E. T. Howard Co., Inc.

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Edward Howard & Co.

Union Commerce Bldg., Cleveland 14, Ohio. Main 1-7640. Edward Howard III, *p;* James Howard, *p;* Helm Spink, *prod. mgr.;* Alex Cook, Fred A. Walker, *ae's.*

Media Dept.: Michael Webster, *d.*

J. T. Howard Advertising Agency, Inc.

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Media Dept.: Michael J. Silver, *tb.*

Lloyd S. Howard Associates, Inc.

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Media Dept.: Mrs. Betty Golub, *b.*

Howard, Mintz & Venet

22 Smith St., Irvington, N. J. Essex 4-6300. Zal Venet, *pres. & ae;* M. Mintz, *vp & ae;* T. Howard, *sec., treas. & ae;* Jules Rossi, *art d;* Marvin Rechenstein, *ae.*

Howard-Wesson Co.

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Howell Advertising Agency

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Branch Office:
Chamber of Commerce Bldg., Miami 32, Fla. Franklin 1-2165. John R. McAtee, *vp & mgr.*

Art Hubbard Advertising Service

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Media Dept. Frank Hubbel, Floyd E. Weidman, V. D. Lidyard, *tb's.*

F. B. Hubert Advertising Counsel

2832 E. Grand Blvd., Detroit 11, Mich. Trinity 5-6700; 5-6701. F. B. Hubert, *o & ae;* C. F. Allyn, *art d & prod. mgr.;* Farron Stevens *progm. & cpy. d;* M. W. Leontough, *acctnt.*

Hudson Advertising Agency

Gardner Hotel, 26 Roberts St., Fargo, N. D. 5-6231. Miss Grace Hudson, *o.*

Hudson Advertising Co.

92 Liberty St., N. Y. 6. Rector 2-0337. I. B. Murray, *pres.;* John G. Purdy, *vp;* Allan K. Murray, *sec.;* Louis Grudin, *art d. Ae's:* James H. Driscoll, Della F. Johnson, Thomas J. Haggerty.

Media Dept.: Philip Hajjar, *b.*

Raymond C. Hudson & Associates, Inc.

205 W. Wacker Dr., Chicago 6, Ill. Franklin 2-0952. Raymond C. Hudson, *pres.;* W. K. Dwyer, *cpy. chf.*

James W. Huff Advertising

1131 National Bldg., Dallas 1, Tex. Riverside 7-3139. James W. Huff, *pres.*

Huffman Advertising Co.

Arcade Bldg., 8th & Olive Sts., St. Louis 1, Mo. Central 1-7041; 1-7042. James V. Huffman, *o;* Edna E. Suermann, *art d;* Lew Barwick, *tv-rad. d;* Justin M. Schuchat, *ae.*

Media Dept.: Olga Skay, *d.*

Hughes-Philips Advertising Agency

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Huguenin Co., Inc.

162 Genesee St., Auburn, N. Y. 3-3742. Theda M. Huguenin, *pres.;* Cory Snow, *vp.*

Humbert & Jones

114 E. 32nd St., N. Y. 16. Murray Hill 5-7897. Kingsley E. Humbert, *principal;* Ralph C. Jones, *prop.;* Walter West, *art d;* Don Priori, *ass't art d;* Lyn Gold, *prod. mgr.;* L. C. Singleton, *cpy. chf.;* Vincent Emanuel, *ae.*

Media Dept.: Helen Deutsch, *b.*

E. Ross Humphrey & Assoc.

154 E. Erie, Chicago, Ill. E. Humphrey, *o;* Carl Bergren, *art d;* Emmet Mellenthin, *tv-*

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Branch Office:
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Media Dept.: Herbert E. Prentke, *d.*

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Mechanicsburg, Ohio. 4-2471. John F. Hunt, *prop.*

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Ed. M. Hunter & Co.

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Media Dept.: Helen C. Horrigan, *d.*

Hutzler & Associates, Inc.

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Media Dept.: H. H. Hutzler, *exec. in chg.;* F. H. Clarke, *tb.*

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Media Dept.: Phil Stangl, Ellen Hogue, *b's.*

Illinois, Simmonds & Simmonds, Inc.

520 N. Michigan Ave., Chicago 11, Ill. Michigan 2-3360. Phil W. Tobias Jr., *pres. & ae;* Stephanie Seeder, *treas.;* Edward Zubbrick, *art d;* Sheldon Wasserman, *prod. mgr. & ae;* Harry O'Neil, George Hart, *ae's.*
Media Dept.: Stephanie Seeder, *d.*

Imperial Advertising

223 S. Victory Blvd., Burbank, Calif. Victoria 9-3359. Ed Rainey, *cpy. chf., pub. d & ae;* V. A. Rainey, *prod. mgr.;* Arlene Eisenbise, *art d;* D. Moore, *ae.*
Media Dept.: Ed Rainey, *b.*

Ingalls-Miniter-Haughey Co.

137 Newbury St., Boston 16, Mass. Com 6-5767; 68; 69; 70; 6-1293. Arthur W. Ingalls, *pres.;* J. Raymond Miniter, *exec. vp;* William J. Haughey, *vp & gen. mgr.;* Frederick M. Ford, *vp;* Glen C. Livezey, *ass't to pres.;* Dorothy D. Charles, *sec.;* Nancy Dixon, *pub. rels.;* Joseph A. Maynard, *art d;* Irwin S. Margolis, *prod. mgr.;* S. Joseph Hoffman, *cpy. chf.;* Phyllis L. Turin, *tv-rad. d;* Delia C. Keavy, *rsrch. d. Ae's:* Arthur W. Ingalls, J. Raymond Miniter, William J. Haughey, Glen C. Livezey, Frederick M. Ford, Robert E. O'Connor.
Media Dept.: Nancy Dixon, *d.*

Iversen-Ford Associates

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Ivey Advertising Co.

Suburban Station Bldg., Philadelphia 3, Pa. Rittenhouse 6-9555. Neal D. Ivey Jr., *o.*

Haddon Wood Ivins Advertising

214 W. Second St., Plainfield, N. J. Plainfield 6-1318. Haddon Wood Ivins, *pres.*

Jaap-Orr Co.

American Bldg., Cincinnati 2, Ohio. Cherry 1-2228. L. P. Orr, H. C. Jaap, L. P. Orr Jr., *ae's.*

Harry Jacknick & Co.

299 Madison Ave., N. Y. 17. Murray Hill 7-7787. Harry J. Jacknick, *pres.;* C. Moulton, *art d.*
Media Dept.: D. Elsinger, *b.*

Jackson, Haerr, Peterson & Hall, Inc.

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Branch Offices:
302 Adams, Jefferson City, Mo. Richard A. Hall, *vp & gen. mgr.;* Lynn Bickett, *ae.*
1108 Nicollet, Minneapolis, Minn. Federal 3-5539. Sherman E. Peterson, *mgr.;* Russ Nordstrom, *art d;* Joe Brush, *cpy. d;* Florence Y. Brown, *off. mgr.*

Harold W. Jackson Advertising

7338 Woodward Ave., Detroit 2, Mich. Tr 1-4461-6. Harold W. Jackson, *pres. & treas.;* Burl Kirk, *art d;* Richard Bradley, *prod. mgr.*

Jackson & Hedrick, Inc.

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Branch Office:
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Frank C. Jacobi Advertising, Inc.

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Wilfred A. Jacobi Advertising

111 S. 21st St., Philadelphia 3, Pa. Rittenhouse 6-6558. Wilfred A. Jacobi, *o.*

Harold A. Jacobs Co.

515 Madison Ave., N. Y. 22. Murray Hill 8-1646. Harold A. Jacobs, *o, art & cpy. d;* Irwin N. Rose, *publ. rels. d;* Arnold Ward, *sls. prom.*
Media Dept.: Mary Naborney, *tb & b.*

Dillard Jacobs Agency

1559 Peachtree St. N.E., Atlanta 9, Ga. Tr 4-7991. J. F. Jacobs, *prop. & ae;* P. W. Smith, *cpy. & ae.*
Media Dept.: P. W Smith, *b & tb.*

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Media Dept.: Richard A. Jacobs, *d.*

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Media Dept.: Max J. Jacobs, *d.*

Tevie Jacobs Advertising Agency
704 Morris Plan Bldg., Indianapolis 4, Ind. Melrose 6-9189. Tevie Jacobs, *pres.;* Avis C. Davis, *prod. mgr.;* Richard Fleck, *cpy. chf.*

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5710 West Lawrence, Chicago 30, Ill. Av 3-2377. Russell L. Jacobson, *o;* Gene Dombrowski, *prod. mgr.;* Christopher Tonne, *ae.*

Jaffe-Naughton-Rich
1104 Currie Ave., Minneapolis, Minn. Federal 2-5465. Alvin Jaffe, *sr. p;* Sydney D. Rich, *p.*
Media Dept.: Sydney D. Rich, *bdcst. d;* Mary Alice Stuart, Beverly Beckstrom, *bdcst. b's.*

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Jamian Advertising & Publicity, Inc.
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Media Dept.: Estelle Silverman, *d.*

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Media Dept.: Virginia D. Bloomer, *b.*

Jarman & Skaggs Advertising Agency
1470 S. Main St., Salt Lake City 5, Utah. In 7-5497. Bill A. Skaggs, *o & publ. d;* Grant Hulet, *art d;* LaVar Reese, *prod. mgr.;* Wesley F. Hall, *tv & rad. d.*

Jarrett Advertising Agency, Inc.
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Media Dept.: Mary Ellison, *d & b.*
Branch Office: 235 Lincoln Rd., Miami Beach, Fla. 58-6661. Lou Lipman, *mgr.*

William E. Jary Co.
1115 W. 5th St., Ft. Worth 1, Tex. Ed 5-9324. William E. Jary Jr., *pres.;* Mabel Neely, *off. mgr.;* Boyd O'Brien, *sec. & treas.;* Jack Mitchell, *art d;* Eugenia Hurley, *tv & rad.*
Media Dept.: William Shropshire, *tb.*

Jaster and Associates
637 Broad St., Beloit, Wis. Emerson 2-8822. Jack Jaster, Robert Tilley, *ae's.*

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Media Dept.: Adelaide Gundling, *b.*

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316-319 Exchange Bldg., La Crosse, Wis. 2-4931. William H. Jefferson, *pres. & treas.;* Ted R. Jefferson, *sec;* John Nelson, *art d;* David Moore, *prod.;* L. Jefferson, *publ. d;* Shirley Cunningham, *rsrch. d.*

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Media Dept.: C. K. Russell, *b.*

Jennings & Thompson Advertising, Inc.
3424 N. Central Ave., Phoenix, Ariz. Crestwood 4-5466. Duncan Jennings, *pres.;* Jack M. Thompson, *vp, sec. & treas.;* Donald Hildebrandt, *vp.*

Jepson-Murray Advertising
309 Seymour Ave., Lansing, Mich. Ivanhoe 4-8115. Kim Jepson, *p;* Ira Murray, *p. Ae's:* G. K. Leckie, Charles Tower, Richard Engle. *(all of above specify m selection).*

Jessee Jill, Inc.
3 Washington Square N, N. Y. 3. Gramercy 7-0709; Gramercy 7-0752. Jill Jessee, *pres., treas., rad. d & pub. rels. d;* Alice Meltsner, *sec.*
Media Dept.: Jill Jessee, *d & b.*

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85 W. State St., Akron 8, Ohio. Franklin 6-2169. C. A. Jessop, *pres.;* L. R. Jessop, *treas.;* R. D. Moss, *sec.;* R. Gilbert, *tv-rad. d.*
Media Dept.: A. R. Conte, *d;* G. J. Cobak, *tb.*

Jett Advertising Agency
6000 Sunset Blvd., Hollywood 28, Calif. Hollywood 2-6635. John Ettlinger, *gen. mgr.;* Paula Grossman, *cpy.*

Jewell-McDonald Advertising
1615 Broadway, Oakland 12, Calif. Ralph M. Jewell, *o & ae;* Roy Gannon, *vp & ae;* Marjorie Dolbear, *sec. & treas.;* Robert Shelton, *art d & prod. mgr.;* Peter McDonald, *ae.*
Media Dept.: Constance Micelli, *d & b.*
Branch Office:
860 Bush St., San Francisco 9, Calif. Ordway 3-2065. Peter McDonald, *assoc.*

C. M. Johnson & Associates, Inc.
Bethpage, L. I., N. Y. Wells 8-4600. George R. Depew, *vp & art d;* Phillip Cullen, *prod. mgr.;* Paul H. Elisha, *cpy. chf.;* George Sima, *pub. rels. d. Ae's:* Peter A. Sturcke, David T. Cook, Richard W. Snow.
Media Dept.: Gordon Webster, *d.*

Johnson-Holliday Advertising
112 Main St., LaCrosse, Wis. Miles P. Johnson, *o & mgr.*

Johnson & Johnson Advertising
1236 Sherman Ave., Evanston, Ill. University 4-8855. Paul V. Johnson, *o.*

Johnson & Lewis Advertising
625 Market St., San Francisco 5, Calif. Douglas 2-0050. Charles P. Johnson, Daniel H. Lewis, *p's;* Walter E. Terry, *gen. mgr.;* Mario Risso, *art d. Ae's:* Haiden Ritchie, Jack Little, Hugh McArthur.
Media Dept.: Walter E. Terry, *d;* Jan Brown, *tb;* Marge Sollom, *b.*

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53 W. Jackson Blvd., Chicago 4, Ill. Wabash 2-7071-2. M. B. Sutherby, *pres., treas. & cpy. chf.;* E. S. Johnson, *vp & ass't treas.;* W. J. Cooley, *sec.*

Johnstone Advertising & Sales Service
18 Harvard St., Rochester, N. Y. Hillside 5-4971. Fred W. Clements, *pres. & b.*

Frank B. Johnston Advertising, Inc.
117 Liberty St., N. Y. 6. Barclay 7-3337. F. B. Johnston, *pres.;* Wesley Edson, *sec. & ae;* John Inglehart, *art d & prod. mgr. Ae's:* Morton S. Krieger, John Caruso, Harry Carter.

Johnstone, Inc.
9 Rockefeller Pl., N. Y. 20. Plaza 7-8060. Muriel E. Johnstone, *pres. & treas.;* Rosamond Gilmartin, *exec. vp;* A. Ross Gerson, *sec. & prod. mgr.;* Marion Porter, *cpy. chf.;* Bernice Wild, *art d.*
Media Dept.: Judith Fields, *d.*

Myron Jonas Co.
154 Nassau St., N. Y. 7. Beekman 3-9237-8. Myron Jonas, *pres.;* Margaret Jonas, *vp;* Don C. Kaufmann, *art d;* Jane Scalese, *prod.*

Jones, Brakeley & Rockwell, Inc.
150 Nassau St., N. Y. 38. Beekman 3-1912. John Price Jones, *chmn. bd;* Henry T. Rockwell, *pres.*
Media Dept.: Marie C. Power, *b.*

Jones & Hanger, Inc.
612 W. 47th St., Kansas City 12, Mo. Je

1-2365. M. Frank Jones, *pres. & ae;* R. C. Hanger, *vp, treas. & ae;* John W. Dickk-Peddie, *vp, sec. & ae;* Katherine Rae, *prod. mgr.;* David M. Lorenz, Donald G. Forbes, *ae's.*

Media Dept.: Shirley Swanson, *b & tb.*

Jones & Jones Advertising Agency

717 Leonhardt Bldg., Oklahoma City 2, Okla. Fo 5-9364. Henry C. Jones, *o-mgr., cpy. chf. & ae;* L. M. Jones, *sec.*

Media Dept.: Henry C. Jones, *tb.*

Ralph H. Jones Co.

3100 Carew Tower, Cincinnati 2, Ohio. Garfield 1-2300. C. M. Robertson Jr., *pres. & treas.;* Stanley A. Willer, *exec. vp;* James M. Nelson, *sr. vp;* Elmer A. Vehr, *sec.;* John F. Healy, *vp;* George D. Hastings, *rsrch. d;* Ann Smith., *tv & rad. d;* William Frietsch Jr., *analyst.*

Media Dept.: Maurice E. Oshry, *b;* Eula Reggin, *tb.;* Betty Derie, *tb.;* Evelyn Rauch, *tb.*

Branch Office:
580 Fifth Ave., N. Y. 36. Plaza 7-4600. Herbert S. Lenz, *mgr.*

Media Dept.: Mary B. Meek, *d.*

Jones & Taylor & Associates

409 National Bank Bldg., South Bend 1, Ind. Central 3-3171. Ralph E. Jones, *pres.;* James W. Taylor Jr., *vp & treas.;* F. E. Buckler, *prod. mgr.;* John Bencsics, *art d Ae's:* C. G. Hohman, John J. Philip, Allan Tremper, Art Eastman Jr.

Jordon, Sieber & Corbett, Inc.

108 N. State St., Chicago 2, Ill. De 2-1817. Paul E. Sieber, *chmn. & art d;* Charles R. Jordon, *pres. & ae;* Frank J. Corbett, *vp & ae;* Thomas N. Parks, *sec. & treas.;* Clarence O'Hara, *prod. mgr.;* Conrad Chyatte, *rsrch. d;* Walter Thiele, *libr.;* A. O. Davies, *a serv. mgr.;* J. McIntyre, *ae.*

Media Dept.: Carol Siss, *d.*

Richard Jorgensen Advertising

1425 Park Ave., San Jose 26, Calif. Cy 5-7825. Richard Jorgensen, *o.*

Josephson, Gulick & Cuffari

427 Bloomfield Ave., Montclair, N. J. Pilgrim 6-8080. Paul R. Josephson, *pres. & ae;* Thomas P. Cuffari, *vp & ae;* Donald Sebia, *art d;* Jack Doremus, *art d;* Robert Matheo, *cpy. chf.*

Media Dept.: F. M. Lombard, *d;* E. Tauber, *b.*

Robert A. Joyce Co., Inc.

2151 Market St., Youngstown 7, Ohio. Sterling 8-4004. Robert A. Joyce, *pres., treas., cpy. chf. & ae;* Alyce Joyce, *exec. vp;* John M. Welker, *sec.;* Dennis Erhart, *prod. mgr. & ae;* Ruby Kelly, *libr.*

Judd Advertising Co.

317 N. 11th St., St. Louis 1, Mo. Chestnut 1-5888-9. Sam P. Judd, *o;* Joan Klutho, *art d;* S. Terrill Judd, *gen. mgr.;* Elizabeth Burton, *cpy.;* Bill McDade, *ae;* Janet Kallak, *rsrch. d.*

Arthur A. Judson, Inc.

19 W. 44th St., N. Y. 36. Oxford 7-0774. Arthur A. Judson, *pres.;* Oscar Harris, *art d.*

Juhl Advertising Agency

529 S. 2nd St., Elkhart, Ind. L. R. Juhl, *pres. & ae;* Hal Bessmer, *art d;* Faye Churchill, *prod. mgr.;* D. J. Drummond, *gen. mgr. & ae;* Bob Boger, *a.*

Media (& Copy Dept.), Alice Dare, *d.*

June & Co.

New Center Bldg., Detroit 2, Mich. Robert June, *pres.;* Robert June II, J. D. June, *vp's;* Mrs. Terry Di Filippo, *sec.;* E. D. June, *treas.*

Media Dept.: Mrs. Terry Di Filippo, *b.*

C. B. Juneau, Inc.

8447 Wilshire Blvd., Beverly Hills, Calif. Olive 3-1770. Raymond B. Gage, *pres.;* Anona D. Hansen, *sec.;* Ted Baillie, *tv d.*

Mort Junger Advertising

511 Fifth Ave., N. Y. 17. Murray Hill 2-6750. Mort Junger, *o.*

Ross Jurney and Associates Advertising

178 Social Hall Ave., Salt Lake City 11, Utah. Empire 3-6758. Miss Ross Jurney, *p;* A. H. Garrigues, *p;* Kenn Morris, *rsrch. d;* Rod C. Parkin, *ae;* Allen S. Cornwall, *cpy. chf.;* Robert N. Rose, *prod.;* Gustav Heine, *off. mgr.*

Media Dept.: William J. Brennan, *tb;* Robert N. Rose, *b.*

George N. Kahn Co., Inc.

350 Fifth Ave., N. Y. 1. Bryant 9-6950. George N. Kahn, *pres. & sec.;* Florence Kahn, *vp & treas.;* Morris Tragerman, *art d;* Marion Ryan, *prod. mgr.;* Sidney Rendely, *cpy. chf. Ae's.:* Ted Herrmann, Harry Friedman, Dick Mostkoff, Joel Abramson.

Media Dept.: Arnold Bull, *d & b.*

Robert Kahn & Associates

430 N. Michigan Ave., Chicago 11, Ill. Delaware 7-5480. Robert Kahn, *pres.;* Shirley Greiman, *exec. vp;* Bernice Stone, *art d. Ae's:* Julie Johnson, Winston Seeman.

Media Dept.: Robert Kahn, *b,* R. Kahn, *tb.*

Kal, Ehrlich & Merrick Advertising, Inc.

Star Bldg., Washington 4, D. C. Executive 3-3700. Norman C. Kal, *chmn.;* Harry L. Merrick, *pres. & treas.;* Alvin Q. Ehrlich, *exec. vp. Vp's & ae's:* Philip F. Berne, Alexander L. Charles, Frederick M. Harris, R. Edward Hotze, William B. Mullett, William G. Roberts, Joseph Weinstein; Bernard R. Linkins, *vp & sec.;* Benjamin Marshall, *art d;* Don Vogel, *cpy. chf.;* David Thomas, *tv-rad. d;* Bruce Bryan, *pub. rels. d;* Anthony Gizzi, *prod. mgr.*

Media Dept.: Nella Manes, *tb;* Richard McNeil, *direct mail b.*

Kamb, Meteyer Advertising

14 Franklin St., Rochester 4, N. Y. Baker 5-5881; 5-9630. Francis D. Kamb, *p & ae;* Victor S. Meteyer, *p & ae;* Charles Izzo, *art & prod. mgr.;* Eleanor F. Playford, *cpy. chf.*

Media Dept.: Eleanor F. Playford, *b.*

Kameny Associates

2 W. 45th St., N. Y. 36. Oxford 7-4840. Seymour Kameny, *p & ae;* Nat Kameny, *p & ae;* Sheldon Seidler, *art d;* Bernard Fabian, *prod. mgr.;* Julian Menken, *d, arts & entertainment div. & ae;* Vernon Delston, *tv & rad. d;* Marvin Frank, *pub. rels d;* Ruth Rose, *rsrch. d;* Louis Borstein, *off. mgr.;* Fred Newman, *mdsg. d;* Ray Solomon, *ae.*

Media Dept.: Ray Solomon, *d.*

Kamin Advertising Agency

4610 South Main, Houston 2, Tex. Jackson 6-1181. Lester Kamin, *pres.;* B. L. Blumberg, *exec. vp, personnel d & ae;* Murray Getz, *vp, tv-rad. d & ae;* Irving L. Samuels, *compt.;* Zella Maxwell, *publ. d & pub. rels. d;* Helen Hendricks, *rsrch. d;* Sally Garrison, *libr.;* William R. Stevenson, *art d & prod. mgr.;* Rita Sullivan, *ae.*

Media Dept.: B. L. Blumberg, *d, b & tb;* Murray Getz, *b.*

Kammann-Mahan, Inc.

Enquirer Bldg., Cincinnati 2, Ohio. Cherry 0032. Frederic Kammann, *pres. & ae;* Ernie Sicker, *vp & ae;* William M. Kammann, *vp & ae;* L. E. Kammann, *treas. & prod. mgr.;* Carl Carleton, *rad. d.*

Media Dept.: Ernie Sicker, *d.*

William B. Kamp Co.

3141 Columbia Ave., Lancaster, Pa. Express 2-2167. William B. Kamp, *pres. & ae;* Frank W. Thomas, *art d & ae;* Wayne McPhail, *traff. mgr.;* John W. Simpson, *vp & ae.*

Kane Advertising

321 N. Center St., Bloomington, Ill. 43251. Arthur P. Kane, *pres.;* Edmund R. Kane, *vp & ae;* Margi Lou Kane, *vp & ae;* Dolores Daly, *treas.;* Maynard Upton, *art d;* Don Elfreich, *prod. mgr.;* Robert B. Armstrong, *rsrch. d;* Joe Coulten, *cpy. chf.;* Mary Snavely, *libr. Ae's:* John Tully, John C. Hunt, Fred Muxfeld, Richard Hancock.

Media Dept.: Robert R. Armstrong, *d.*

Charles S. Kane Agency

511½ Church St., Knoxville, Tenn. 3-6318. C. D. Kane, *sec. & treas.;* Carl C. Sublett, *art d;* C. Elliott Kane, *principal.*

Lawrence Kane & Artley, Inc.

405 Park Ave., N. Y. 22. Plaza 1-14120. Lawrence Kane, *pres.;* Eugene J. Cohen, *vp & mchdse. d;* Marvin D. Richwald, *vp & cpy. d;* Alvin Gardner, *vp;* Norman Brenner, *treas. & art d;* Harris Mandel, *assoc. art d;* John Salayi, *ass't art d;* Esther Goldstein, *rsrch. d. Ae's:* Lawrence Kane, Alvin Gardner, Marvin D. Richwald, Eugene J. Cohen.

Media Dept.: Rowena Pearl, *d.*

Robert B. Kane Advertising

271 Madison Ave., N. Y. 16. Murray Hill 3-8184. Robert B. Kane, *pres., treas. & ae;* John W. Soloman, *vp;* Walter Kuhn, *sec.;* Inman Cook, *art d;* Joe Hovanec, *ass't art d;* Emma Abourezk, *prod. mgr.;* Ann E. Mulcahy, *cpy. chf., publ. d & ae.*

Media Dept.: Robert B. Kane, *d;* Emma Abourezk, *b.*

Kaplan Agency, Inc. Div. of Lewin, Williams & Saylor, Inc.

130 E. 59th St., N. Y. 22. See Lewin, Williams & Saylor, Inc.

Arthur B. Kaplan Co.
33 E. 65th St., N. Y. 21. Regent 7-5150. Arthur B. Kaplan, *o;* Robert Prowler, *prod. mgr.*

Jay Kaplan Advertising, Inc.
730 Fifth Ave., N. Y. 19. Plaza 7-8395. Jay Kaplan, *pres.*

Kapps Co.
64 E. Lake St., Chicago 1, Ill. State 2-0460. Capico Kapps, *pres.;* Joseph Kapps, *sr. vp;* Albert Kapps, *rsrch. d.*

John Karch Advertising Agency
280 Broadway, N. Y. 7. Barclay 7-1045. John Karch, *pres. & treas.;* Rudolph Karch, *vp;* C. Karch, *sec.;* Frank Canzoneri, *art d;* Robert J. Karch, *prod. mgr.*
Media Dept.: C. Karch, *b;* John G. Karch, *d & tb.*

Kardonne Advertising Agency
60 Branford Pl., Newark, N. J. Market 3-1257. Joseph Kardonne, *pres.*
Media Dept.: Joseph Kardonne, *tb. & b.*

Kastor, Farrell, Chesley & Clifford, Inc.
400 Madison Ave., N. Y. 17. Plaza 1-1400. H. Kastor Kahn, *chmn.;* Willoughby S. Chesley, *pres. & treas.;* C. E. J. Clifford, *vp, sec. & cpy. chf.;* Jack B. Peters, *vp;* Lloyd G. Whitebrook, *vp;* Russell Hillier, *art d;* Sigmund Harris, *prod. mgr.;* Harry B. Walsh, *tv-rad. d;* David Buksbaum, *tv- & rad. traff. Ae's:* H. Kastor Kahn, W. S. Chesley, Frank H. Baker, Kenneth Nunes, Lloyd G. Whitebrook, George Levine.
Media Dept.: Jack B. Peters, *d & tb;* Harry B. Walsh, *b & tb. Ass't tb's:* Beryl Seidenberg, Roslyn Arnold.

H. W. Kastor & Sons Advertising Co., Inc.
75 E. Wacker Drive, Chicago 1, Ill. Central 6-5331. A. G. Kastor, *pres.;* Marvin Harms, *vp, gen. mgr. & ae;* Herman W. Kastor, *vp & ae;* Ashley Belbin, *vp & cpy. chf.;* J. T. Urice, *vp & ae;* Dean Snow, *vp & ae;* John Wiggins, *vp & ae;* Fay Williamson, *vp & ae;* Joseph Berner, *art d;* Steve Gabnay, *prod. mgr.;* James H. West, *vp tv & rad.*
Media Dept.: Harvey Mann, *d.*

Kates Advertising
914 Orange St., Wilmington 1, Del. 5-4816. John E. Kates, *o, cpy. chf.;* Gary Mease, *prod. mgr.;* Elsie G. Kates, John E. Kates Jr., *ae's.*
Media Dept.: John E. Kates, *b.*

Benjamin Katz Agency Inc.
1820 Spruce St., Philadelphia 3, Pa. Kingsley 6-0803; 6-0804; 6-3810. Benjamin J. Katz, *pres. & ae;* Philip L. Winson, *prod. mgr.;* William Becker, *publ. mgr.;* Rose Kilbrick Katz, *rsrch. mgr.;* Leonard B. Stevens, *tv-rad. d;* S. Strassler, *ae.*
Media Dept.: Alice M. Miller, *mgr.*

Joseph Katz Co.
555 Fifth Ave., N. Y. 17. Murray Hill 7-0250. John T. McHugh, *pres.;* Robert G. Swan, *vp, tv-rad. d.*
Media Dept.: Edward A. Fonte, *d.*
Branch Office:
10 W. Chase St., Baltimore 1, Md. Lexington 9-1500. Joseph Katz, *chmn. bd.;* C. M. Harrison, *vp & treas.;* James A. Miller, *tv & rad. d.*
Media Dept.: Jean Mitchell Bloch, *d.*

Kaufman Advertising Agency
36A. Woodland St., Hartford 5, Conn. Hartford Ja 2-3265. Lester M. Kaufman, *pres.;* Leo Kaufman, *vp.*

Henry J. Kaufman & Associates
1419 H St., N.W., Washington 5, D. C. District 7-7400. Henry J. Kaufman, *mng. d;* William F. Sigmund, *creat. d & ae;* Betty Darling Gwyer, *rsrch. d;* E. T. Hoover Jr., *art d;* T. D. Mandelstamy, *cpy. chf.;* Robert R. Denny, *pub. rels. d;* Bernard C. Schramm, *prod. d;* Jeffrey A. Abel, *rad. d & ae;* William F. Sigmund, Fred Pelzman, Norman Borish, T. D. Mandelstamy, Harry M. London, *ae's;* Robert S. Maurer, *tv d.*
Media Dept.: Betty Darling Gwyer, *d & b;* Jeffrey A. Abel, *tb.*

Marx Kaufman Advertising
111 N. Charles St., Baltimore 1, Md. Saratoga 7-5868. Marx S. Kaufman, *pres. & treas.;* Myron Subotnik, *vp & cpy. chf.;* Horace J. Elias, *sec., tv-rad. d.*

Hans E. Kaufmann & Co.
5205 Hollywood Blvd., Hollywood 27, Calif. Hollywood 3-3800. Hans Ellisen Kaufmann, *pres. & ae;* Edgar W. Holyoke, *vp & ae;* Darya Annacarra, *sec.;* John Darhanian, *art d;* Jack O'Brien, *prod. mgr.;* Barbara Thomas, *cpy. chf. & ae.*
Branch Office:
Hotel Biltmore, N. Y. Murray Hill 4-6790. Felix S. Towle, *mgr.*

Kayton-Spiero Co., Inc.
489 Fifth Ave., N. Y. 17. Longacre 5-5090. Gerald B. Spiero, *pres.;* Mack Marcus, *art d;* Herman Jacobs, *prod. mgr.;* Alvin J. Kayton, Sanford K. Bain, *ae's.*

Raymond Keane Advertising Agency, Inc.
8961 Sunset Blvd., Hollywood 46, Calif. Cr 4-5928, Br 2-3548. Raymond Keane, *pres.;* H. B. Kortz, *vp;* Ethel N. Keane, *sec., treas.;* Al Koster, *art d;* M. E. Noble, *cpy. chf.;* S. E. Corley, *tv d;* Marilyn McCabe, *libr.*
Media Dept.: Raymond Keane, *b;* Ethel N. Keane, *tb.*

Winnifred H. Keay
315 E. 68th St., N. Y. 21. Regent 4-6436. Winnifred H. Keay, *o.*

Keck Advertising Agency, Inc
135 N. Main St., Oconomowoc, Wis. Logan 7-4467. Pete Keck, *pres., treas. & ae;* William Keck, *vp;* Catherine Ann Keck, *sec.;* John Manson, *art d & prod. mgr.;* Jack Schutz, *cpy. chf.;* Ken Chandler, *ae.*

Keegan Advertising Agency
303 Title Guarantee Bldg., Birmingham 3, Ala. Fairfax 4-2417. Forbes McKay, *o;* Lousella S. McKay, *sec., treas. & libr.;* Anthony Gallo, *art d & prod. mgr.*
Media Dept.: Forbes McKay, *d & b.*

Keeler, Lee, Inc.
Fox Theater Bldg., Philadelphia 3, Pa. Ri 6-3753. LeRoy H. Keeler Jr., *pres. & ae;* John D. Lohmeyer, *vp & ae;* LeRoy H. Keeler Sr., *vp;* Daniel N. Tomkins, *sec.;* Fred A. Keeler, *treas.;* Robert R. W. Hibbs, *art d & ae;* Howard D. Holmes Jr., *cpy. chf.*

Keeling & Co., Incorporated
1028 Chamber of Commerce Bldg., Indianapolis, Ind. Melrose 5-5434. Hal R. Keeling, *pres.;* William M. Hutchison, *exec. vp;* Jackson Hazlewood, *vp & ae. Vp's & ae.'s:* Raymond G. Sweeney, Mobrey P. Jenkins, Victor G. Varmo; Grant W. Christian, *vp & art d;* Ruth H. Keeling, *treas.;* Lenore R. Martin, *sec.*
Media Dept.: Mary C. Dill, *mgr. & b.*

Keelor & Stites Co
Carew Tower, Cincinnati 2, Ohio. Parkway 1-1310. P. R. Hume, *chmn. bd. & treas.;* J. T. Nolan Jr., *pres.;* Arthur A Radkey, *vp, tv-rad d;* Hayes J. Darby, *sec.;* Ruth Westerfield, *ass't sec.;* P. R. Hume, *treas.;* John Helmsderfer, *prod. mgr.;* Chris Waldeck, *art d;* Jerry Burnett, *ass't art d;* David J. Clarke, *ass't tv-rad. d;* Frederic S. Shaffer Jr., *rsrch. d.*

J. L. Keenan Advertising Agency
550 E. Main St., Rochester 4, N. Y. Hamilton 3771. Edward J. Keenan, *pres.;* Gene J. Bissell, *prod. mgr.*
Media Dept.: H. Herbert Yates, *b.*

Keene & Keene Advertising Agency
931 Republic Bldg., Seattle 1, Wash. Seneca 3090. Robert A. Keene, *p;* John E. Keene, *p;* Beryle Wynakos, *sec.;* Howard Shapiro, *ae.*
Media Dept.: Wilma Doolittle, *tb.*

Keilson Co.
117 W. 46th St., N. Y. 36. Judson 2-1797. Meyer Keilson, *pres.;* P. Keilson, *sec.-treas.;* Joel Robinson, *art d;* Janet Sternberg, *scripts & commls.;* Phyllis Pion, *prod. mgr.*
Media Dept.: J. F. Keilson, *b.*

Keller-Crescent Co.
22-26 Riverside Ave., Evansville 8, Ind. Harrison 5-5146. A. A. Brentano, *chmn. bd.;* Ervin Weil, *pres.;* Alan Brentano, *vp & ae;* Sam Weil, *vp;* Lee Edmiston, *mgr. adv. agency div. & ae;* J. Norman Muth, *art d;* Martha Ward, *prod. mgr. Ae's:* Richard Byrne, Ralph Cronin, Alan Graf, Lew Rhiver, Richard Lambert.

Gerald H. Keller Advertising
8 W. 56th St., N. Y. 19. Circle 5-5234. Gerald H. Keller, *pres. & ae;* Dick Stanley, *art d;* E. Fink, *cpy. chf.*
Media Dept.: Sid Rangell, *d.*

Edward S. Kellogg Co.
685 S. Carondelet St., Los Angeles 57, Calif. Du 7-5213. Edward S. Kellogg, *pres. & ae;* Forrest L. Dolan, *vp & ae;* Esther M. Maland, *sec.;* Mitz Fujimoto, *art d;* Edith Hempfling, *prod. mgr.;* Jim Donovan, *cpy. chf.;* Wally Seidler, *tv-rad. d;* Virginia

AGENCIES

Christiansen, *publ. d. Ae's:* Martin Michael, Phil Bentley, Phil Lansdale.

Media Dept.: Marcia Smith, *d;* Wally Seidler, *tb.*

Branch Office:

Portland, Oregon. Filmore 7625. George McMurphey, *mgr.*

J. G. Kelly Co., Inc.

443 Delaware Ave., Buffalo 2, N. Y. Madison 4790; 4791. James G. Kelly, *pres., treas. & ae;* George T. Eustace, *prod. mgr.;* Edna L. Habicht, *cpy. chf.;* John C. Kelly, *tv-rad. d & ae;* Robin Buschmeyer, *tv-rad prod. d;* Mrs. Donald Peacock, *publ. d;* Sandra Webster, *rsrch. d.*

Kelly & Lamb Advertising Agency

897 Higgs Ave., Columbus 8, Ohio. Axminister 4-3583. Paul Ahern Kelly, *p;* Gladys Johnson Lamb, *p;* Bob Davis, *cpy. chf.;* George Miller, *art d;* Dorrit Williams, *tv d.*

Media Dept.: all *ae's.*

Kelly, Nason, Inc.

247 Park Ave., N. Y. 17. Murray Hill 8-3300. John C. Kelly, *pres.;* James R. P. Nason, *exec. vp & treas. Vp's:* Patrick J. McAward, John F. McCormick, William McDermott, Howell E. Rees; Frank J. Herel, *sec. & ass't treas.;* Roger Joslyn, *d art & prod.*

Media Dept. Arthur Dermody, *d.*

Kelly, Zahrndt & Kelly, Inc.

2343 Hampton Ave., St. Louis 10, Mo. Mi 5-2684; 5-2685. Virgil A. Kelly, *pres. & ae;* Walter W. Zahrndt, *vp, treas. & ae;* E. M. Kelly, *sec.;* Michael J. Kostro, *art d;* E. Fred Miller, *audio-visual d;* M. G. Kelly, *prod. mgr.;* Robert W. Siempelkamp, *prod. mgr.;* Vincent H. Sanders, *pub. rels. d;* Robert W. Kelly, *rad. d & ae;* Raymond J. Kelly, *serv. d;* William H. Thomson, *ae.*

Media Dept.: Walter W. Zahrndt, *b.*

Clark B. Kelsey Advertising

666 N. Lake Shore Drive, Chicago 11, Ill. Superior 7-4100; 5556. Clark B. Kelsey, *pres.;* M. L. Samson, *assoc.;* M. K. Kelsey, *sec. & treas.;* S. E. Potter, *prod. mgr.*

Don Kemper Co., Inc.

850 S. Patterson Blvd., Dayton 2, Ohio. Adams 6216. Don H. Kemper, *pres. & ae;* James D. Parker, *vp & ae;* Mary Pendleton, *sec.-treas.;* John H. Bach, *art d;* Carl Deibel, *prod. mgr.;* Betty McGonigle, *creat d;* Robert Frame, *publ. d. Ae's:* James B. Barber, Robert Frame, Richard Howe.

Media Dept.: Jeanette McAdams, *b.*

Branch Offices:

919 N. Michigan Ave., Chicago, Ill. Superior 7-6746.
Robert Hilton, *vp;* Theodore Carlon, *creat d.;* Alden Joice, *treas.*

Media Dept. Alden Joice, *d.*

350 Fifth Ave., N. Y. Lackawanna 4-7730. John Malone Jr., *vp.*

Media Dept.: Adna Karns, *d.*

Kencliffe, Breslich & Co.

221 N. LaSalle St., Chicago 1, Ill. Dearborn 2-4243. Herman H. Breslich, *pres. & treas.;* William B. Mayor, *vp;* Carolyn B. Smith, *sec.;* Roland Roycraft, *art d. Ae's:* Herman H. Breslich, Kenneth W. Wittleder.

Kendell Advertising Agency

41 Union Square W., N. Y. 3. Algonquin 5-9070; 5-9071. Robert Lothar Kendell, *o.*

Kennedy & Co.

100 E. Ohio St., Chicago 11, Ill. Superior 7-5640. William J. Kennedy, *pres., rad. d & ae;* L. M. Jackson, *sec.;* Martin C. Gardner, *art d;* J. F. Henneberry, *prod. & publ. mgr.*

Media Dept.: L. M. Jackson, *b & tb;* J. J. Brown, *d.*

Edward C. Kennedy

159 E. Chicago Ave., Chicago 11, Ill. Delaware 7-6330. Edward C. Kennedy, *pres.;* J. V. Dahlstrom, *vp;* Noel Grady, *vp;* B. A. Johnson, *sec.*

Kennedy-Hannaford, Inc.

1322 Webster St., Oakland 12, Calif. Te 6-2582. Helen A. Kennedy, *pres.;* Peter D. Hannaford, *vp.*

J. H. Kennedy Advertising Service

201 N. Wells St., Chicago 6, Ill. Franklin 2-1446. Jeanne E. Kennedy, *mgr.;* Edward A. Hennigan, *ae.*

Kenyon-Baker Co., Inc.

69 Clinton St., Newark 5, N. J. Mitchell 2-8259. H. S. Kenyon, *pres.;* K. R. Gearhart, *treas.;* D. C. Calhoun, *art d;* P. H. Taylor, *prod. mgr.;* Herman Levart, *cpy. Ae's:* H. S. Kenyon, L. W. Belsch, R. K. Lamb.

Kenyon & Eckhardt, Inc.

247 Park Ave., N. Y. Murray Hill 8-5700. Edwin Cox, *chmn. bd.;* William B. Lewis, *pres.;* Dwight Mills, *chmn. exec. comm.;* David C. Stewart, *sr. vp & treas. Sr. vp's:* Barrett Brady, Don C. Miller, Anderson F. Hewitt, G. Maxwell Ule; Joseph P. Braun, *vp;* Al Tennyson, *d commerl. prod. & vp;* James Bealle, *vp & tv-rad. d;* Gerald Link, *vp & art d;* Stephens Dietz, *vp, d prom. dept.;* Bud Sherak, *vp & rsrch. d;* Howard Wilson, *vp & cpy. d.*

Media Dept.: Joseph P. Braun, *d;* Philip C. Kenney, Harold H. Sieber, *supvrs.;* Desmond O'Neil, *ass't supvr. Bdcst. b's:* Louis J. Kennedy, Lucy Kerwin, Mary Dwyer, George Simko; Edward Kobza, *ass't bdcst b;* Thomas Brander, Martin Prager, Francois Leiss, Agnes Del Colle, John Shima, *print b's.*

Branch Offices:

795 Peachtree St. N.E., Atlanta 8, Ga. Trinity 5-7761. John T. Shannon, *vp.*

462 Boylston St., Boston 16, Mass. Copley 7-8550. Frank S. Christian, *vp.*

Media Dept.: Alice Liddell, *d.*

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Media Dept.: Fred Wueller, *mgr.*

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575 Madison Ave., N.Y. 22. Murray Hill 8-6700. J. H. S. Ellis, *pres. & treas.;* Charles R. Hook Jr., Vincent F. Aiello, William J. Griffin, *exec. vp's;* Myron P. Kirk, *sr. vp & exec. d tv & rad.;* Paul Newman, *sr. vp;* C. M. Rohrabaugh, *vp & sec.;* Frank C. Armstrong Jr., *vp & d pub. rels. Vp's:* Amedee Cole, Louis E. Dean, Schuyler R. Kudner, J. W. Millard, Stephen H. Richards; Richard Werner, *mgr. rsrch. dept.*
Media Dept.: Hugh H. Johnson, *d;* E. G. Weymouth, *assoc. d;* Frank Nolan, *ass't d* (print); John Marsich, *ass't d* (time); Anne Gardiner, Marjorie Scanlon, *tb's.*
Branch Offices:
New Center Bldg., Detroit 2, Mich, Trinity 5-5315. John H. Sheldon, *exec. representative;* Fred Morrissey, *a mgr.;* Louis Weigel, *prod. mgr.*
3325 Wilshire Bldg., Los Angeles 5, Calif. Dunkirk 2-1127. Maurice Garrett, representative.
681 Market St., San Franciso 5, Calif. Garfield 1-5433. J. H. Hornell, representative.
40 E. First St., Dayton, Ohio. Hemlock 2-811. Thomas Pritchard. Sheraton Bldg., 711 14th St. N.W., Washington 5, D. C. National 8-5506. Mrs. Ida Getty, representative.

Kuff & Feldstein
233 E. 25th St., Baltimore 18, Md. Tuexdo 9-1485. I. Harold Kuff, *pres.;* Harry Feldstein, *vp;* Gordon Schwartz, *art d. Ae's* Geraldine Kreml, Patricia Crowther.
Media Dept.: Elinor Green, *d.*

R. L. Kulzick, Inc.
409 E. Washington Ave., Madison 3, Wis. Alpine 6-7290. R. L. Kulzick, *pres.;* R. Kulzick, *sec. & treas.;* M. Kulzick, *ass't to pres.;* A. Weins, *art d;* W. Gardner, *prod. mgr.*
Media Dept.: S. Osborne, *b.*

Bert Paul Kuhn Advertising Agency
20 S. 2nd Ave., Highland Park, N. J. Kilmer 5-2807. Bert Paul Kuhn, *pres., prod. mgr.;* Harold Pearson, *ae & assoc. art d;* F. J. Higgins, *ae.*
Media Dept.: Bert Paul Kuhn, *d.*

Arnold Kupper Advertising, Inc.
354 Trumbull St., Hartford 3, Conn. Ja 2-9181. Arnold Kupper, *pres. & ae;* Hal Kimball, *vp, pub. rels. d & ae;* Ray Bisconette, *art d;* Dan Cantor, *prod. mgr.;* Jane Stockwell, *cpy. chf.*

Kurk & Brown, Inc.
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Kushins, Anderson & Takaro, Inc.
15 E. 48th St., N. Y. 17. Plaza 1-2590. Edward L. Kushins, *pres.;* Gedeon Takaro, *vp & art d;* Jack Anderson, *treas. & tv-rad. d;* Dan Fox, *prod. mgr.*
Media Dept.: Betty Lamb, *tb.*

Kuttner & Kuttner, Inc.
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Branch Office:
130 W. 57th St., N. Y. Judson 6-2358. F. S. Kuttner, *vp & mgr.*

S. Harold Labow Advertising Agency, Inc.
67 W. 44th St., N. Y. 36. Murray Hill 7-7957. S. Harold Labow, *pres. & ae;* M. C. Cowan, *cpy. chf.*
Media Dept.: Joyce Ostrin, *d*

Thomas J. LaBrum & Associates
Bankers Securities Bldg., Philadelphia 7, Pa. Kingsley 5-1616. Thomas J. LaBrum, *pres.*

John LaCerda Agency, Inc.
1500 Walnut St., Philadelphia 2, Pa. Pennypacker 5-1834. John LaCerda, *pres.;* Janet Yeager, *mgr.;* Robert Bramlett, *pub. rels. d.*

Ladd, Southward & Bentley, Inc.
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Branch Office:
807 N. Ocean Drive, Hollywood, Fla. Hollywood 2-9105. Vince J. Fiorino, *mgr.*

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655 Madison Ave., N. Y. 21. Templeton 8-3884. Richard D. La Fond, *pres., treas. & ae;* D. S. Quinn, *vp & sec.;* L. N. Bertolotti, *ass't sec.;* Charles Bauer Jr., *art d;* Raymond G. Spilsbury, Arnold G. Wehmann, ae's.

Lago & Whitehead, Inc.
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LaGrange & Garrison, Inc.
30 E. Georgia St., Indianapolis 4, Ind. Melrose 6-3491. R. W. Garrison, *pres. & ae;* B. M. Scherer, *exec. vp & cpy. d;* T. E. Jasper, *vp & ae;* D. W. Hynes, *art d;* N. D. Buser, *prod. mgr. Ae's:* Merle Rose Jr., R. J. Hunker, T. A. Schurdell.

Lahr Advertising Agency, Inc.
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Lake-Spiro-Shurman, Inc.
Radio Center Bldg., Main at Union, Memphis. Tenn 5-1571. Avron Spiro, *pres.;* Milton M. Shurman, *sec. & treas.*
Media Dept.: Courtney Shurman, field contact; Avron Spiro Jr., *rsrch.;* Mrs. Lucille Simmons, *tb;* Martin Hollinger, *tb.*

Lamas Agency
303 W. Kalamazoo, Box 660, Lansing 3, Mich. 2-1672; 2-1673. L. J. Wall, *pres.;* D. O. Thomas, *vp;* O. C. Huffman, *treas.*

Laura Lambe Advertising
Atlantic & 25th St., Virginia Beach. 2551. Mrs. Laura Lambe, *sole o;* Bess Melvin, *sec.*

Lambert & Feasley, Inc.
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Berry, Adolph C. Derrick, Walter R. Peters, *art d's*; J. J. Flood, *d mktg.*; Edmund Zito, *supvr. traff. & prod.*; John F. MacKay, *cpy. chf.*; Merrell E. Boyce, Joseph R. Gousha, *ae's.*

Media Dept.: Joseph Burland, *d*; William B. Hinman, *tb.*

Lampert Agency

254 Fifth Ave., N. Y. Murray Hill 6-5164. Harry Lambert, *p*; Mill Roseman, *p.*

Lamport, Fox, Prell & Dolk, Inc.

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Lancaster Advertising Agency, Inc.

1182 Broadway, N. Y. 1. Murray Hill 9-2160. David Oken, *pres.*; William I. Goodman, *art d*; Elizabeth G. Kreutz, *ass't art d.*

Media Dept.: Regina Schlactus, *b.*

A. B. Landau, Inc.

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Media Dept.: Paul Berkowitz, *tb & b.*

Eberto Landi Advertising Co.

853 Seventh Ave., N. Y. 19. Judson 6-5088-9. Elberto Landi, *o*; Rose George, *publ. d.*

Media Dept.: Rose Peters Gatto, *d.*

Lando Advertising Agency, Inc.

197 Carlton House Hotel, Pittsburgh 19, Pa. Atlantic 1-5887 Robert N. Lando, *pres. & mng. d*; Joseph C. Gusky, *sr. vp & hd consum. actvty.*; Stanley C. Marshall, *sr. vp & pub. rels.*; Jane Callomon, *creat. d*; Milton Bell, *prod. mgr.*; Herbert Shuman, *compt. Ae's.*: John B. Conroy, Charles M. Hoover, William I. Scherb, Howard Rothchild.

Media Dept.: Charles M. Hoover, *b*; Howard Rothchild, *tb.*

Branch Office:

1319 G. Daniel Baldwin Bldg., Erie, Pa. Erie 6-2975. Charles H. Sapper, *branch mgr.*

Cye Landy Advertising

929 E. Broad St., Columbus, Ohio. Cl 3-8544. Cye Landy, *pres.*; James Wheeler, *vp*; Charles Platt, *art d*; Lynne Roth, *prod. mgr.*; Irwin Kahn, *cpy. chf. Ae's:* James Wheeler, Edgar Schlaechter, Thomas Lynch, Robert Spicer, Cye Landy.

Branch Offices:

550 5th Ave., N. Y. 17. Circle 6-9080. N. Glass, *mgr.* 384 W. First Ave., Dayton, Ohio. Hemlock 7013. L. Dick, *mgr.*

Bradley Lane Advertising Agency

1061 Elati St., Denver, Colo. Keystone 4-5316. Bradley Lane, *pres.*; Steve Demarest, *tv-rad. d & ae*; W. B. Rodgers Jr., *ae*; Eugene L. Kramer, *prod. mgr. & art d*; Larry B. Lane, *treas.*; Nita Hughes, *sec.*;

Philip J. Lane Advertising

55 East End Ave., N. Y. 17. Re 7-5577. Philip J. Lane, *o & ae.*

Horace A. Laney

374 Delaware Ave., Buffalo 2, N. Y. Madison 0144. Horace A. Laney, *pres.*; C. Thomas Bromley, *prod. mgr.*

Raymond I. Lang Advertising

116 New Montgomery St., San Francisco 5, Calif. Yukon 2-5028. Raymond I. Lang, *o & ae*; Virginia H. Lang, *co-o*; Malcolm D. Murray, *prod. mgr. & art d*; Estelle Griffin, *d.*

Lang, Fisher & Stashower, Inc.

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Media Dept.: Garry C. McKelvey, *chf. tb*; Helen T. Dwyer, *ass't tb.*

Langeler Advertising Agency, Inc.

Box 689, Orange, Conn. Lo 2-3674. Gerard E. Langeler *pres. & ae*; Carleton H. Stevens Jr. *vp & ae*; Florence B. Langeler, *treas.*

Lester Langer Advertising Agency

759 N. Milwaukee St., Milwaukee 2, Wis. Broadway 2-2232. Lester Langer, *pres. & ae*; Ceal J. Langer, *treas.*; Rosemary Hamilton, *prod. mgr.*; J. Cheney, *prod. mgr.*; R. W. Waterman, *ae.*

Langsdale Advertising, Inc.

Remington Ave. & 30th St., Baltimore 11, Md. Chesapeake 3-2065. R. Loran Langsdale, *pres.*; Robert V. Faunce, *vp & prod. mgr.*; Loran B. Langsdale, *sec. & treas.*

LaPorte & Austin, Inc.

369 Lexington Ave., N. Y. 17. Murray Hill 3-5884. F. B. Leedom, *pres. & treas.*; F. F. Casey, *vp*; Miss H. L. Patrick, *sec.*; John Nichols, *art d.*

Harold S. Lappen

53 W. Jackson Blvd., Chicago 4, Ill. Harrison 7-3520. Harold S. Lappen, *o.*

Larkay Co.

7213 Oakland Ave., St. Louis 17, Mo. Central 0440. R. I. Larson, *p & ae*; Max W. Kramer, *p*; A. P. Larson, ae.

C. J. LaRoche and Co., Inc.

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Media Dept.: Chester R. LaRoche, *d*; Sally S. Mansfield, *assoc. d*; Humboldt Greig, *mgr. tb.*; Charles Eaton, *tb.*

Larrabee Associates Advertising

2000 P St., N.W., Washington, D. C. Adams 2-2400. Lawrence Dobrow, *p & ae*; Bert K. Silverman, *p & ae*; Donald W. Osten, *rsrch. d*; Betty Doyle, *tv & rad. d*; William McMichael, *art d*; Lee Perri, *prod. mgr.*; Erwin Garfinkel, *hd. of bkkpg. Ae's:* Gerald Cullins, Jack Neff, Edward Farrell.

Media Dept.: Donald W. Osten, *d*; Duane Somers, *b*; Betty Murphy, *tb.*

Lasky Advertising Agency

9 N. 4th St., Minneapolis, Minn. Federal 3-2361. David N. Lasky, *o*; Daryl Lensky, *art d*; LaReine Labeau, *prod.*

Media Dept.: Betty Underwood.

Lauesen & Salomon

520 N. Michigan Ave., Chicago 11, Ill. Superior 7-0738. A. M. Salomon; Wendell Walker, M. H. Sellhorn, *ae's*; R. A. Salomon, *prod. mgr.*; Hans Bolling, *art d.*

Media Dept.: Katherine Berner, *b.*

Laurel Advertising, Inc.

480 Lexington Ave., N. Y. 17. Plaza 3-5171. Nat R. Sokol, *pres.*; Helen Japhe, *vp*; H. Weiss, *accts.*; A. Ball, *prod.*; R. Cardley, *art.*

Laux Advertising, Inc.

105 E. Seneca St., Ithaca, N. Y. 4-1641. J. D. Laux, *pres.*; F. R. Russell, *art d.*

Lavenson Bureau of Advertising, Inc.

1212 Chestnut St., Philadelphia 7, Pa. Walnut 3-1250. Jay Lavenson, *chmn. bd.*; James H. Lavenson, *pres. & treas.*; Irving Gould, *vp & creat. d*; Jerrie C. Rosenberg, *vp & pub. rels. d*; Harry A. Egbert, *vp & mdsg. d*; Edwin P. Rome, Esq., *sec.*; William P. Keeney, *ass't treas.*; Jean Hickmott, *art d*; Ernest D'Angelo, *art d*; William G. Walker, *prod. mgr.*; Ruth Ann Falter, *libr. Ae's.*: S. G. Altman, David H. L. Aron, Gould B. Donahue.

Media Dept.: Harry A. Egbert, *d*; Eleanor J. Schiavone, *ass't. d.*

Lavidge & Davis, Inc.

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Media Dept.: Arthur W. Lavidge, *exec. in chg.*; William J. Henry, *supvr.*

Branch Office:
222 Professional Bldg., 300 S. Main, High Point, N. C. 6905. J. Critz Query, *vp.*
Media Dept.: J. Critz Query, *exec. in chg.;* Jack Wagstaff, *supvr.*

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230 E. Ohio St., Chicago 11, Ill. Delaware 7-5230. H. B. Law, *pres.;* L. G. Wilson, *sec.*

Loren E. Law Agency
907 Sixth St., Clay Center, Kansas. 137. Loren E. Law, *o.*

Lawrence Agency
84 State St., Boston 9, Mass. Richmond 2-1660. Lawrence L. Shea, *pres.;* Davis W. Snow, *vp;* Peter Noonan, *art d;* Robert T. Reilly, *prod. mgr.;* M. H. Baldwin, *rsrch. d;* Jack Leary, *tv d;* Frank Daley, *pub. rels. d;* Mary Casey, *rsrch. d.*
Media Dept.: M. H. Baldwin, *b.*

Lawrence Co.
204 S. Beverly Drive, Beverly Hills, Calif. Bradshaw 5820. Favaret G. Lawrence, *pres.*

Frederick M. Lawrence Agency
Fox Bldg., Detroit 1, Mich. Woodward 2-9317. Frederick M. Lawrence, *o.*

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Sherman Lawrence Advertising
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4722 Broadway, Kansas City 12, Mo. Jefferson 1-5155. John R. Lawson, *pres. & ae;* Wayne H. Ross, *vp & ae;* Roy Swanson, *sec.;* Nona S. Lawson, *treas. & libr.;* Harwood Craig, *art d;* Harold S. Barnes, Shelby Angell, *ae's;* Barbara Kellogg, *cpy. chf.*
Media Dept.: Sylvia Emanuel, *d & b;* Nancy Cherry, *d & b.*

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Media Dept.: Margaret Perna Ferrara, *d.*

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Lee & Associates
8327 Beverly Blvd., Los Angeles 48, Calif. We 3-9349. Leo Pearlstein, *d;* Hugh Roberts, Carolyn Lorentzen, R. Roxie Howlett, Nessie Valerio, Zelda Olin.

Lee-Stockman, Inc.
130 W. 57th St., N. Y. 19. Plaza 7-5075. W. Arthur Lee, *pres.;* Stanley Carr, *sr. vp;* Cary Rowland, *sr. vp;* Eric Carlson, *vp.*

Leech Advertising Co.
615 Hanna Bldg., Cleveland 15, Ohio. Tower 1-2065. Edward P. Leech, *pres., treas. & ae;* deJane Dreher, *vp, prod. mgr. & ae;* Harold N. May, *ae.*

Carl S. Leeds Co.
101 W. 55th St., N. Y. 19. Columbus 5-0404. Emily B. Leeds, *o;* Rael Kleppner, *gen. mgr. & ae;* Harvey Kleppner, *gen. mgr.;* Harvey Knecht, *art d;* Abe Karlin, *prod. mgr.;* Mary Chase, *fash. d & ae.*
Media Dept.: Faye Kelberman, *d.*

Leeds & York Advertising
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Media Dept.: Maurey Mayber, *b & tb;* Al Schulman, *d;* Seymour Baron, *tb.*

Le Fever Advertising, Inc.
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Harry Lefler Advertising
119 E. Main St., Rochester 4, N. Y. Hamilton 6-6363. Harry R. Lefler, *pres.;* Carol Archambault, *off. mngt. & prod.;* Ernest A. Faraone, *art d;* Joseph Baranowski, *cpy. chf.*

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Media Dept.: E. V. Righter, b.
Branch Offices:
71 Vanderbilt Ave., N. Y. 17. Murray Hill 9-7470. Al Paul Lefton, *pres.;* R. J. Herts, *vp & mgr. Vp's:* Milton S. Gladstone, R. J. Misch, G. Leroy, Dorothy L. Hill, John A. Garber, Walter A. Young, Joseph Ungar; M. A. Kahn, *art d;* Ralph W. Cummings, *prod. mgr.;* G. William Wolfston, *ae.*
435 N. Michigan Ave., Chicago 11, Ill. Superior 7-9511. Hershel M. Brown, *gen. mgr.;* T. W. Gorman, *cpy. chf.;* A. A. Gillis, *art d;* J. L. Glass, *prod. mgr.*

Lennen & Newell, Inc.
380 Madison Ave., N. Y. 17. Murray Hill 2-5400. Adolph J. Toigo, *pres.;* Thomas C. Butcher, *exec. vp;* John D. Speirs, *vp, sec. & treas. Sr. vp's & mgm't supvrs.:* Walter M. Swertfager, Gordon D. Gates, Jack H. Tarcher Sr., William Ziegfeld, Jackson Taylor. *Sr. vp's & mgt. a supvrs.:* Elkin Kaufman, Thomas H. Lane, Henry W. Lowe, Lorain E. Miller, C. L. Smith; Julien Field, *sr. vp & ass't to pres. in creat. dvlpmnt.;* Nicholas E. Keesely, *sr vp & tv-rad. d;* Anthony J. Pan, *vp chg. comm'l prod.;* Michael J. Madar, *sr. vp & prod. chf.;* Richard Mancini, *sr. vp & exec. art d;* Christopher Sante, *vp & rsrch. d;* Clifford Davis, *sr. vp & mchdse. d;* Myles E. Baker, *vp & serv. mgr.;* Francis Barton, *vp & tv-rad. bus. mgr.;* Suren Ermoyan, *sr. vp & art d. Vp's & exec. contacts:* Winston Butz, Frederick Anderson, Martin Dwyer, Francis Cambria, Henry Jacobson, David Thurston, Dale Anderson, Daniel M. Daley Jr., Thomas P. Doughten, Stephen M. Kenyon, Edward T. Knauff, Parmelee Lyman, William Mahu, Philip E. Penberthy, Thomas J. Ross Jr., John Schneider, Edward C. Simons; Anthony DePierro, *vp;* Avinere Toigo, *admin. d of creat. & mchdsg. depts.*
Media Dept.: Anthony DePierro, *d. Supvrs:* W. D. Smith, H. Stott, A. H. Ude, L. Tarcher, H. Zeltner. *Bdcst. b's:* D. Barrabee, A. Davis, R. Kelly, Bob Kutsche, Tom McCabe, Jean Jaffe, Marion Jones, Sally Reynolds. *B's:* J. Alexander, E. M. Bertolino, J. Daly, S. Edwards, William Hinch, L. Spino William Zifchak.
Branch Offices:
308 N. Rodeo Dr., Beverly Hills, Calif. Elizabeth C. Meiggs, *mgr.*
235 Montgomery St., Russ Bldg., San Francisco, Calif. Raymond N. Peterson, *mgr.*

S. R. Leon Co., Inc.
119 W. 57th St., N. Y. 19. Circle 6-9600. S. Raoul Leon, *chmn., plans bd.;* Max Brookmeyer, *gen. mgr.;* M. Firetog, *art d;* George Toubin, *mgr. art dept.;* Leonard Sternbach, *prod. mgr.;* Don Yerrill, *pub. rels. d;* William Capitman, *rsrch. d. Ae's:* Walter Lee, Claire Cobham, Clement Cook.

Leonard Advertising Agency
143 Madison Ave., N. Y. 16. Mu 5-9567. L. E. Dal Negro, *pres.;* M. B. Pearlman, *vp.*
Media Dept.: L. E. Dal Negro, *d.*

Lescarboura Advertising, Inc.
138 Grand St., The Adshop, Croton on Hudson, N. Y. Croton 1-3444. Austin C. Lescarboura, *pres. & ae;* Stanley A. Lescarboura, *vp, treas. & ae;* Fred P. Donati, *sec. & ae;* John Berryman, *art d;* Winifred Phillips, *prod. mgr.;* Frances Howe, *publ. d.*

Lessing Advertising Co., Inc.
Walnut Bldg., Des Moines 9, Iowa. 3-1149. R. J. Flynn, *pres. & ae;* C. T. Flynn, *sec. & ae;* M. A. Dahl, *prod. mgr.;* P. J. Flynn, *tv-rad. d & ae;* D. L. Dungan, *ae.*

Lethen Advertising
7 W. 44th St., N. Y. 36. Murray Hill 7-8725. W. K. Lethen, *gen. mgr;* Herbert Stanske, *art d;* William C. Andrews, *prod. mgr. Ae's.:* E. G. Davis, H. Little.

Mervine Levine & Jesse, Inc.
461 Eighth Ave., N. Y. 1. Oxford 5-0200. Mervin Levine, *pres. & treas.;* Jesse Levine, *exec. vp;* Harry Zee, *vp & gen. mgr.;* Harold Levine, *vp & mchdsg. d.*

AGENCIES

Levinger Advertising Age

Rosenberg Bldg., Santa Rosa, Calif. Liberty 2-6572. Leland L. Levinger, *o;* Jo Richard, *art d.*

Levy Advertising Agency

48 Commerce St., Newark 2, N. J. Mi 2-2525. Hyman R. Levy, *pres. & ae;* Fan Levy, *vp;* H. Alan Stein, *sec., tv d & ae;* Andrew J. Hull, *art d;* Leonard Raguseo, *prod. mgr.;* Herbert Geller, *cpy. chf.*

Media Dept.: Hyman R. Levy, *b & tb.*

Ted Levy, Richard Lane & Co.

1637 Marion St., Denver 18, Colo. Main 3-7133. Jerry Epstein, *mng. p;* Richard Lane, *p;* Dr. John Castelnuovo, *rsrch. d;* Phil Karsh, *ae.*

Media Dept.: Barbara Aiton, *d & b.*

Branch Office:

220 W. 39th St., Kansas City, Mo. Valentine 1-8277. Richard Lane, *o.*

S. A. Levyne Co.

343 St. Paul P., Baltimore 2, Md. Mulberry 5-3390-1. Sidney A. Levyne, *pres.;* George Lucas, *vp & cpy. chf.;* Walter W. Pearthree, *vp & art d;* Murray A. Valenstein, *vp & a. d;* Henry W. Eisner, *vp;* Robert L. Auer, *prod. mgr.*

Media Dept.: Marion Dietz, *d.*

Curt Le Wald Advertising

3927 N. E. Second Ave., Miami 37, Fla. Curtis C. Le Wald, *prop.;* Dan Goodrum, *art d.*

Media Dept.: Margaret Tubbs, *d.*

Lewin, Williams & Saylor, Inc.

130 E. 59th St., N.Y. 22. Murray Hill 8-6200. A. W. Lewin, *chm. bd.;* Sidney Matthew Weiss, *pres. Sr. vp's:* Alvin H. Kaplan, Alan B. Green; Walter T. Pollock, Julian P. Brodie, *exec. vp's;* Robert H. Blend, *vp & exec. art d. Vp's:* Albert Kornfeld, Irving Berk, Gerald Gould, Leonard Newsteder, Leona Bowman; Wray Kennedy, *vp & sec.;* Walbeth Ludwig, *compt.;* Louis Leon, *optns. & prod. mgr.;* James West, *assoc. prod. mgr.;* Elizabeth Hoyt, *traff. mgr.;* Shirley Tucker, *fash. d;* Michael A. Winter, *tv-rad. d;* Jean Ferguson, *pub. rels. d;* Moreson H. Kaplan, *rsrch. d. Ae's:* Ben Weiss, Barbara Morris, Alan G. Harvey, Jean Ferguson, Robert Fox.

Media Dept.: Henry H. Dyrsen Jr., *d.*

Branch Office:

Raymond-Commerce Bldg., Newark 2, N. J. Mitchell 3-3200. Leonard Newsteder, *vp & gen. mgr.*

Lewis Advertising Agency

17 Academy St., Newark 2, N. J. Mitchell 2-4802. Milton L. Lewis, *pres. & treas.;* Hy H. Lewis, *sec.;* Charles A. Kinzel Jr., *vp;* George Lempkowitz, *prod. mgr. Ae's:* Charles Kinzel, Lee Rose, Murray Weiss, J. Collingwood Harris.

Media Dept.: Mary Hart, *b.*

Claude R. Lewis Advertising Co.

328 Fitch Bldg., Rochester 4, N. Y. Hamilton 6-3201. Claude R. Lewis, *o;* Irving Baldwin, *prod.;* Doris Brown, *cpy. chf.*

Media Dept.: Claude R. Lewis, *b.*

Lewis & Gilman, Inc.

Six Penn Center Plaza, Philadelphia 3, Pa. Locust 8-3775. John A. E. McClave, *chmn. bd.;* John C. Belfield, *pres.;* Graham Mason, Charles G. Douglas, Robert G. Wilder, Ralsten Lewis, *vp's.*

Media Dept.: Peter Kondras, *d;* Evelyn Walmsley, *assoc. d.*

Lewis, Horenstein & Fields

15 Deer Park Ave., Babylon, L. I. Mohawk 9-8348. Joe Horenstein, *co-o, tv-rad. d & mchdsg.;* Bertine Fields, *co-o & fash. coordi.;* Michael DeNigris, *art d;* Phylis Baggio, *rsrch. d;* Mary Lewis, *new busi. dvlpmnt.;* Pete Giordano, *photographer. Ae's:* Bertine Fields, Dow Clifford, Joe Horenstein.

Media Dept.: Bertine Fields, *d.*

Lewis, Hunter & Hatt, Inc.

1 N. 13th St., Philadelphia 7, Pa. Locust 8-0334. Herman Tolz, *pres. & ae;* Alfred DeAngelus, *exec. vp & ae;* S. Milton Tolz, *treas., sec.;* Phyllis Weber, *cont. & ae.*

Media Dept.: Alfred DeAngelus, *exec. in chg.;* Phyllis Weber, *supvr.*

J. H. Lewis Advertising Agency, Inc.

First National Bank Bldg., Mobile 13, Ala. Hemlock 8-2500, 8-2509. Jack H. Lewis, *pres., rad. d & ae;* Richard A. McGeoch, *sec., treas., prod. mgr., tv d & ae;* Robert E. Carter, *art d.*

Media Dept.: Jack H. Lewis, *d & b;* Richard A. McGeoch, *b & tb.*

Sidney Lewis & Assoc., Inc.

575 Seventh Ave., N. Y. 18. Longacre 3-1940. Sidney Lewis, *pres.;* L. M. Sternhart, *sec.;* Harry Siegel, *gen. mgr. & ae;* Ethel V. Jones, *art d;* John Purpura, *mgr. mech. reprod. dept.*

Lexington Advertising

218 E. 50th St., N. Y. 22. Plaza 3-7550. Henry Rubin, *pres.;* Ted Bunin, *art d.*

G. J. Ley Associates, Inc.

420 Market St., San Francisco 11, Calif. Garfield 1-8994. Gaston J. Ley, *pres.;* James E. Porter, *vp;* Kathryn B. Wright, *sec. & prod. mgr.*

Jerry Lichtman Co., Inc.

350 Fifth Ave., N. Y. 1. Lackawanna 4-8690.

Lifton, Gold & Asher, Inc.

461 Fourth Ave., N. Y. 16. Murray Hill 9-1313. Harold A. Lifton, *pres.;* Maynard Gold, *vp;* Leonard Asher, *sec. & treas.;* Aaron Friedman, *art d;* Robert Smith, *prod. mgr.; Ae's:* Leonard Asher, Maynard Gold.

Media Dept.: Leonard Asher, *d.*

Carr Liggett Advertising, Inc.

815 Superior Ave., Cleveland 14, Ohio. Cherry 1-3434. Carr Liggett, *chmn. bd. & treas.;* John F. Wilson, *pres. Vp's:* Eugene C. Sheeler, John F. Bash, Myron J. Craver, Edwin J. Howe, Charles A. Schreiber, *art d;* John L. Marting, *rsrch. d;* Mary Jane Kenney, *prod. mgr. Ae's:* John F. Wilson, Carr Liggett, Eugene C. Sheeler, Edwin J. Howe, Myron J. Craver, John F. Nash, John M. Morton, Loren M. Seager.

Media Dept.: John L. Marting, *d.*

Liller, Neal and Battle Advertising Agency

Walton Bldg., Atlanta, Ga. Jackson 4-8032. W. W. Neal, C. K. Liller, J. L. Battle, *p's;* Richard Hodges, *pub. rels. d;* H. G. Axelberg, Clay Scofield, John K. Ottley, Paul Patterson, *ae's.;* Sam W. Longino, *prod. mgr.;* Baron G. Roberts, *art d;* William Drager, *rsrch. d.*

Media Dept.: Pamela Tabberer, *d. b&tbs.:* Avrilla S. Phillips, Pat Clark, Mary Jean Meadows, Bobbie Kemp.

Branch Office:

505 Madison Ave., N. Y. Plaza 9-6120. Helen Gordon, *mgr.*

(Media handled through Atlanta office).

Alfred Lilly Co., Inc.

420 Lexington Ave., N. Y. 17. Murray Hill 3-0038. Alfred Lilly, *pres. & ae;* D. M. Lilly, *vp;* A. E. Seguin, *sec. & treas.;* Stanley L. Korsun, *prod. mgr. Ae's:* Charles Mosler, A. S. Lilly Jr.

Herbert Lindauer Associates

49 W. 45th St., N. Y. 36. Circle 6-2522. Herbert Lindauer, *o.*

Emanuel Linder Advertising Agency

1457 Broadway, N. Y. 18. Emanuel Linder, *prop.*

Lindsey & Co., Inc.

8 N. 8th St., Richmond 19, Va. 7-3065. Dan W. Lindsey Jr., *pres. & ae;* W. Leroy Hoerter, *vp, tv-rad. d & ae;* Theodore M. Curtis, *vp & ae;* Richard E. Gunn, *vp & art d;* John M. Goodwin, *vp, cpy. chf. & ae;* Richard M. Walden, *sec.-treas.;* Dudley H. Wade, Vincent V. Van Beuren Jr., *ae's.;* Ralph E. Bivins, *prod. mgr.*

Media Dept.: Dorothy L. Nelms, *b.*

Alfred L. Lino & Associates

1327 9th St. S., St. Petersburg, Fla. 7-6760. Alfred L. Lino, *o & ae;* John Servo, *art d;* Pat Whitington, *prod. mgr.;* Frank Loretz, *cpy. chf. publ. d & ae;* Frank Wardle, *rad. d;* Ted B. Burgoyne, *tv d & ae;* Leora M. Lino, *bus. mgr.;* Deanne Hutchison, *libr.*

Media Dept.: Eleanor Collins, *d;* Alfred L. Lino, *b & tb;* Frank Wardle, *tb;* Ted B. Burgoyne, *tb.*

Jules Lippit Advertising, Inc.

130 W. 42nd St., N. Y. 36. Wis 7-4861. Jules Lippit, *pres. & art d;* Irwin M. Towers, *ass't to pres.;* Carol Bernstein, *cpy.*

Media Dept.: Claire Gambos, *b.*

Lippman Advertising Associates, Inc.

35 Court St., Buffalo 2, N. Y. Mohawk 4475. Albert Lippman, *pres., treas. & ae;* Adele Lippman, *sec.;* Alex DiCarolis, *art d;* Janet Helta, *prod. mgr.;* Anita Malcolm, *cpy. chf., tv d & ae.*

Media Dept.: Albert Lippman, *d.*

Lipson Advertising Agency

731-32 Lemcke Bldg., Indianapolis 4, Ind.

Melrose 2-5050. Maurice G. Lipson, *o & operator.*

Litman-Stevens & Margolis, Inc.
2201 Grand Ave., Kansas City 6, Mo. Victor 2-6711. Marvin W. Litman, *pres.;* Marian Margolin, *vp, sec. & rsrch. d;* Harry Hamilton, *art d;* Marty Jenkins, *prod. mgr.;* Lou Ann Rayn, *cpy. chf.;* Audrey Stellar, *publ. d;* Robert Shaw, *pub. rels. d & ae;* Alice Beran, *personnel d;* Syl Sher, Phineas Rosenberg, *ae's.*
Media Dept.: Syl Sher, *d;* Hal Passonow, *b & tb.*

Little & Co.
3719 Wilshire, Los Angeles 5, Calif. Dunkirk 9-1267. Gaybert Little, *o.* D. F. Harbridge Jr., *mgr.;* J. G. McCreary, *acctnt.*

Ross Llewellyn, Inc.
228 N LaSalle St., Chicago 1, Ill. State 2-4365. Ross Llewellyn, *pres. & ae;* Tom J. Montgomery, *vp, rad. d & ae;* Edward M. Papp, *vp & ae;* Matthew Garnett, *d art & prod.;* Edwin M. Long, *ae.*
Media Dept.: Florence Rabe.

Lloyd Advertising, Inc.
9 Newbury St., Boston 16, Mass. Copley 7-6540. Frank C. Gardner, *pres. & ae;* Joseph Blue, *vp & ae;* John Kurkjian, *treas. & ae;* Warren Manning, *art d;* Robert Feindle, *prod. mgr.;* H. H. Hansen, *ass't art d.*

Lloyd Advertising, Inc.
325 Grace Pittman Bldg., Fayetteville, N. C. 2-7173. L. W. Allen, *pres.;* Alton G. Murchison, *vp;* Carol Ohrbach, *art d.*

Paul Locke Advertising, Inc.
216 W. 4th St., Tulsa, Okla. Diamond 3-3878. Paul Locke, *pres. & ae;* Tom Tripp Jr., *vp & ae;* Lynn Locke, *sec. & treas.;* Jim Wainner, *art d;* Bill Hart, *ass't art d;* Tom Long, *cpy. chf.;* Tom Long, Jim Holmes, *ae's.*
Media Dept.: Donna Smith, *d.*

Lester Loeb Advertising, Inc.
220 W. 42nd St., N. Y. 36. Wis 7-0377. Lester Loeb, *o.*

R. M. Loeff Advertising, Inc.
205 W. Wacker Drive, Chicago 6, Ill. Andover 3-0395. Ralph M. Loeff, *pres. & ae;* Aaron Adler, *vp, treas. & ae;* Alfred Collins, *vp & ae;* H. Loeff, *sec.;* Geoffrey Warner, *art d;* Mary Polcin, *prod. mgr.;* Marcella Hans, *cpy. chf.*
Media Dept.: Judith Rubin, *d & b.*

Loewy, Stempel Advertising, Inc.
95 Madison Ave., N. Y. 16. Murray Hill 5-2410. Irving R. Stempel, *pres. & ae;* Henry H. Loewy, *sec.-treas. & ae.*

Dudley L. Logan Advertising
4020 W. 3rd St., Los Angeles 5, Calif. Dunkirk 2-8471. Dudley L. Logan, *pres.;* Jim Strahan, *vp;* C. Scholefield, *art d.*
Media Dept.: B. Murphy, *d.*

London Advertising
60 Park Pl., Newark 2, N. J. Mitchell 3-7952. Louis London, *pres. & ae;* Morris London, *sec. & ae;* Nat London, *vp & ae;* Martin B. Cohen, *art d;* Allen J. London, *prod. mgr.;* Albert E. Hebert, *cpy. chf.*
Media Dept.: Allen J. London, *d.*

Long Advertising, Inc.
19 N. Second St., San Jose 13, Calif. Cypress 3-1194. Alvin Long, *pres.;* Gertrude B. Murphy, Clark W. Lawrence, Gael T. Douglass, *vp's;* Wayne Lenz, *sec. & treas.*

Long-Haymes Advertising Agency
421 Summit St., Winston-Salem, N. C. Park 3-3616-7. Curtis E. Long, *p;* Joseph A. Haymes, *p;* Austin H. Carr, Jack Thrift, *a. supvrs.;* James Barrow, *art d.*
Media Dept.: Pat B. Jent.

The W. E. Long Co.—Independent Bakers' Cooperative
188 W. Randolph, Chicago 1, Ill. Randolph 6-4604. C. Frank Summy Jr., *pres.;* Jodean P. Cash, *vp;* William F. Cotton, *sec.-treas.;* Elmer E. Hanson, *gen. mgr.;* William L. Goodman, *d adv. & creat d;* Frank B. Leonard, *d optns.;* Paul E. Beem, *art d;* John Gillespie, *assoc. art d;* Eugene L. Harris, *traff. mgr.;* Walter M. Sokol, *prod. ass't;* Avis Mortenson, *prod. ass't;* Ted H. Koelikamp, *cpy. d;* Louis S. Hallenstein, *cpy. dept.;* Russell A. Gilbertz, *rsrch. d;* David R. Hayes, *tv-rad. d;* John Pesich, *ass't tv-rad. d;* Robert B. Quick, *mchdsg. d. Ae's:* William L. Goodman, Frank B. Leonard, Russell A. Gilbertz, David R. Hayes.
Media Dept.: Russell A. Gilbertz, *d;* Russell D. Rynerson, *b.*

Longden-Regan Service, Inc.
93 Centre St., Brockton 35, Mass. Brockton Juniper 6-1070. Frederick Regan, *pres. & treas.;* Mrs. Frederick Regan, *clk.*
Media Dept.: Inez L. Larson.

Lookout Advertising Agency
1084 Duncan Ave., Chattanooga 4, Tenn. Carl L. Gibson, *mgr., prod. mgr.;* W. H. Douglass, *art d;* Merin Roberts, *cpy. chf.;* Tom Erwin Jr., *publ. d & ae;* Paul Gensheimer, *rsrch. d;* Margaret McMahon, *bkkpr;* Kathleen T. Livingston, *sec. Ae's:* Bart Leiper, E. F. Steiner, Joe E. Broadway, *acctnt.*

John M. Lord & Co., Inc.
171 Newbury St., Boston 16, Mass. Lafayette 3-6545. John M. Lord, *pres. & treas.;* Bob James, *art d;* Summer H. Freedman, David L. Bens, *ae's.*

Robert S. Lord Co.
439 Summit Ave., Eau Claire, Wis. 2-3554. Marion S. Ferguson, *ae.*

Lott Advertising Agency
1454 5th St., Santa Monica, Calif. Exbrook 6-4018. Davis Lott, *pres., tv-rad. d & ae;* Don Brown, *vp;* A. P. Lott, *sec. & treas.*

Henry A. Loudon Advertising, Inc.
705 Statler Bldg., Boston 16, Mass. Hubbard 2-2950. Henry A. Loudon, *chmn. bd.;* Lendell A. Layman, *pres.;* Clifford Stubbs, *v. chmn. bd.;* John J. Neville, *treas.;* Ernest C. Clark, Jr., *vp & rsrch. d.*
Media Dept.: Ernest C. Clark Jr., *b.*

R. E. Lovekin Corp.
200 N. 15th St., Philadelphia 2, Pa. Rittenhouse 6-4672, 3. R. E. Lovekin, *pres., rsrch. d & ae;* W. H. Lovekin, *vp & treas.;* R. E. Lovekin Jr., *sec. & ae;* Harry Weid, *art d;* Anthony Giordane, *ass't art d;* David A. Lovekin, *prod. mgr. & ae.* Steve Hoffman, *publ. d.*
Media Dept.: Joan Green, *b.*

Lowe & Hall Advertising
600 News Bldg., Greenville, S. C. 5-7489. Sidney L. Lowe, *p & ae;* Elliott H. Hall, *p & ae;* Ethel Sanders, *sec.;* Harold Woolridge, *art d;* W. A. Leslie Jr., *mchdsg.;* Ralph Benoy, *prod.*

Lowe & Stevens
685 W. Peachtree St., N. E., Atlanta 8, Ga. Trinity 2-9694. Robert C. Lowe Jr., *p;* John H. Stevens, *p;* Jules Clyde Gerding, *vp.*
Media Dept.: Audrey Jones, *d.*

Mortimer Lowell Co., Inc.
369 Lexington Ave., N. Y. 17. Murray Hill 5-6100. Mortimer Lowell, *pres. & treas.;* Bruce Lowell, Ronald Q. Lowell, *vp's;* Florence Lowell, *sec.*

Lucerna Co., Inc.
17 E. 45th St., N. Y. 17. Murray Hill 2-7267. Emanuel Goldman, *pres. & rad. d;* Louis J. Kuester, *art d;* R. Ellis, *prod. mgr.*

Robert Luckie & Co., Inc.
#11 Office Park, Mountain Brook, Birmingham 9, Ala. Robert Luckie, *pres. & treas.;* J. Morgan Smith, *vp & pub. rels. d;* John Forney, *vp & tv-rad. d;* Revis Brasher, *vp & art d;* Bette Wilson, *sec. Ae's.:* A. F. Mansbach, R. D. White, Robert Luckie, J. Morgan Smith, John Forney, John F. Sealy Jr., John Coleman Jr.; D. B. Wade, *creat. d;* W. L. Dix, *prod. mgr.;* Anne Chace, *cpy. chf.*
Media Dept.: Betty Wilson, *d & b.*

Luckoff & Wayburn Productions
320 W. Lafayette,. Detroit 26, Mich. Louis H. Luckoff, *p;* Leon S. Wayburn, *p;* Alan E. Luckoff, *p.* Ed Allen, Donald A. DeCook, Edith M. Rose.

Earle Ludgin & Co.
121 W. Wacker Drive, Chicago 1, Ill. Andover 3-1888. Earle Ludgin, *chmn. & treas.;* Vincent R. Bliss, *pres.;* John H. Willmarth, *exec. vp & creat. d. Vp's & ae's:* J. E. Chapman, Fred Klein, Kenneth Mason, George Rink, Clifford R. Schaible, Ralph Whiting; John H. Baxter, *vp;* Jane Daly, *vp & tv-rad d;* Edward Ernstein, *sec. & prod. mgr.;* Raymond A. Phelps, *vp;* William Robinson, *vp & rsrch. d. Art d's:* Henry A. Billsten, George J. Goldberg, John C. Lauer, Charles Starr; William M. Englehaupt, *mchdsg. d. Ae's:* Lawrence Burns, Richard Carver, F. Curtiss Eastman, Edward S. Hanslip Jr., Loy R. Lee, Lester F. Lilliston, John F. Luick, William Madill, Dale R. Miller, Walter Riddel Jr., Martin Snitzer, Richard J. Thorne, Don Wright.
Media Dept.: Raymond A. Phelps, *space d;* C. L. Helman, *assoc. space d;* Ruth Babick, *hd. tb.*

AGENCIES

Lund & Willett Advertising

343 S. Dearborn St., Chicago 4, Ill. Wabash 2-1137. Richard G. Lund, *p;* Paul Y. Willett, *p.*

John Mather Lupton Co., Inc.

420 Lexington Ave., N. Y. 17. Murray Hill 9-0950. John Mather Lupton, *pres., treas. & ae;* Ralph Sadlerm, *vp, cpy. chf. & ae;* Frederick R. Brewster, *vp chg. publ., pub. rels. & ae;* Ralph W. Nelsen, *gen. mgr. & ae;* Bernard Livingston, *motn. pictures & tv d & ae;* William T. Murphy, *sr. art d;* Theodore D. Kepes, *prod. mgr.;* Alice Schmidt, *traff. mgr. Ae's:* T. Richard Snyder, Nat Waterston, David Levy.

Media Dept.: Melvin Jacobson, *d.*

Robert Lurie, Inc.

1207 Delmar Blvd., St. Louis 3, Mo. Chestnut 1-1160. Robert Lurie, *pres., rad. d & ae;* Ruth Lurie, *vp;* H. Herbert Torgove, *prod. mgr. & ae;* Haskell Schwartz, *ae.*

E. J. Lush, Inc.

207 Orange St., New Haven 10, Conn. Main 4-4257. Edw. J. Lush, *pres., treas. & ae;* J. E. Lush, *sec.*

L. Charles Lussier, Inc.

Michigan Bldg., Detroit 26, Mich. Wo 1-1506. L. Charles Lussier, *pres.;* W. J. Lussier, *sec., treas. & prod. mgr.*

Media Dept.: L. Charles Lussier, *b.*

Lustig Advertising Agency

789 Old Arcade, Cleveland 15, Ohio. Cherry 1-4510. Leroy F. Lustig, *pres.;* Emil J. Kenney, *art d, prod. mgr.;* Peggy Miller, *cpy. chf.; tv-rad. d.*

Media Dept.: Leroy F. Lustig, *b;* Emil J. Kenney, *b;* Peggy Miller, *tb & b.*

Harry Arthur Lyles Advertising

Box 4228 Washington 12, D. C. Juniper 8-9898. Harry Arthur Lyles, *pres. & creat. d;* K. M. Durkin, *sec.*

Lynch, Hart & Stockton Advertising Co.

25 S. Bemiston St., St. Louis 5, Mo. Parkview 7-8867. Richard C. Lynch, *pres. & treas.;* John T. Hart, *exec. vp & sec.;* Richard B. Stockton, *vp;* Robert J. Woltering, *vp;* Stuart McCormick, *art d;* Sue Lega, *prod. mgr.;* Mrs. Jean Connors, *off. mgr.*

Media Dept.: Robert J. Woltering, *d & b.*

George I. Lynn Advertising

681 Market St., San Francisco 5, Calif. Exbrook 2-0377. George I. Lynn, *pres.;* Adele Buck, *sec. & prod. mgr.*

Lynn Organization

15 S. Franklin St., Wilkes-Barre, Pa. Valley 2-7182. S. C. B. Lynn, *o & ae;* D. A. Smith, *ae;* W. E. Skrinak, *ae;* M. W. Fields, *rsrch. d;* C. L. Steyer, *art d.*

Media Dept.: W. P. McLaughlin Jr., *d & b.*

Branch Office:
51 E. 42nd St., N. Y. 17. Murray Hill 2-4048.

Lynn-Western, Inc.

6901 Melrose, Los Angeles 38, Calif. We 5-3040. Norman Lynn, *pres.;* Shirley Lynn, *sec. & treas.*

Lyon Agency, The

293 8th St., San Francisco 3, Calif. Market 1-2620. Dwight E. Lyon, *sole o.*

S. Duane Lyon, Inc.

9 E. 55th St., N. Y. 22. Murray Hill 8-0610. S. Duane Lyon, *pres., treas. & ae;* William J. Folkart, *vp & art d;* M. R. Pelletier, *sec.;* George B. Botden, *prod. mgr. Ae's:* Charles J. Cutajar, Frederick C. Bruns.

W. D. Lyon Co.

303 Second Ave. S. E., Cedar Rapids, Iowa. Em 4-2451. W. D. Lyon, *pres.;* Robert Creswell, *vp;* Robert P. Ames, *rsrch. d.*

Media Dept.: Robert P. Ames, *exec. in chg.;* Mrs. Eileen W. Burns, *b.*

Branch Office:
373 Orpheum Electric Bldg., Sioux City, Iowa. 5-4428. Don Carlos, *mgr. & ae;* Robert D. Colburn, *tv-rad. d.*

Lyons Advertising

117 S. Washington St., North Attleboro, Mass. Myrtle 9-4451. Walter F. Lyons, *pres. & ae;* Phillip R. Jones, *gen. mgr. & ae;* Eleanor M. Courtney, *sec. & treas.;* Clinton B. Grimm, *art d;* John J. Kupstas, *ae.*

MacCowan Advertising

600 Waukegan Rd., Glenview, Ill. Glenview 4-0661. Hervey L. MacCowan, *o;* E. R. MacCowan, *sec. & treas.*

MacDonald Advertising Agency

914 Grand Ave., Des Moines 9, Iowa. Atlantic 2-3941. A. W. MacDonald, *o.*

Arthur R. MacDonald, Inc.

400 Madison St., Chicago 6, Ill. Financial 6-3242. Arthur R. MacDonald, *pres., treas. & ae;* Verga M. Tennert, *ass't treas.;* Ernest D. Karroll, *art d;* Robert W. Deitz, *ae.*

MacDonald-Cook Co.

Sherland Bldg., South Bend 1, Ind. 308244. C. A. MacDonald, *pres., treas. & ae;* Glen F. Miller, *vp & art d;* Edward S. Lanning, *vp, cpy. chf. & ae;* Fred Champaigne, *prod. mgr.;* Virgil A. Lynch Jr., *publ. d & ae;* Claude F. Mendell, *tv-rad. d & ae;* Ted Carroll, *ass't publ. d;* C. D. Elliott, *personnel d & ae.*

Branch Office:
360 N. Michigan Ave., Chicago 1, Ill. Andover 3-1224. Arthur W. Ramsdell, *vp;* Fred Swansen, *off. mgr.*

Mace Advertising Agency, Inc.

408 Fulton St., Peoria 2, Ill. 6-0771-2. J. F. Fellay, *pres. & art d;* R. W. Steele, *vp;* R. F. Voss, *vp, tv-rad. d & ae;* J. R. Shullaw, *vp & cpy. chf.;* R. D. Heubach, *sec-treas.;* R. W. Keith, *prod. mgr.*

MacFarland, Aveyard & Co.

333 N. Michigan Ave., Chicago 1, Ill. Randolph 6-9360. Hays MacFarland, *chmn.;* A. E. Aveyard, *pres.;* Allen B. Discus, *exec. vp & gen. mgr.;* Walter C. Power, David W. Stotter, Robert Byars, Robert Bullen, *vp's;* G. F. Drake, *vp & cpy. chf.;* Rom Rigotti, *vp & art d;* William Christopher, *vp & prod. mgr.;* J. C. Shelby, *vp & tv-rad. d;* Beryle Knobbe, *sec. & personnel d;* J. Terry, *treas. Ae's:* A. B. Discus, Walter C. Power, David W. Stotter, George Stokes, James Teckenbrock, I. Herbert, Robert Byars, Walter Schaff, R. C. Bullen, John Breckshot. A. S. Trude Jr., *d;* Paul Allen, *b;* Beverly Hicks, *tb.*

Mack-Wharton Advertising

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W. B. MacKenney & Bert Shontz, Inc.

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Media Dept.: Bert Shontz, *tb.*

Mackes & Taylor, Inc.

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Media Dept.: Elmer W. Froehlich, *d;* Robert J. Heckenkamp, *ass't d;* Charles N. Campbell, *tb;* Armin Seiffert, *art b.*

Branch Offices:
444 Madison Ave., N. Y. 22. Plaza 9-3221. Henry G. Fownes Jr., *vp & mgr.;* Henry Halpern, *vp;* Cal J. McCarthy Jr., *vp & a supvr.;* Gene Gramm, *vp & creat. d;* Mark Lawrence, *vp & tv-rad. d;* Wallace Lepkin, *rsrch. d;* David N. Stead, *art d;* Harold F. Lewis, *prod. mgr. Ae's:* Cal J. McCarthy Jr., Gene Gramm, David Nutt, Thayer Kingsley.

Media Dept.: Henry Halpern, *d;* Mrs. Louise Riley, *art b.*

6399 Wilshire Blvd., Suite 708, Los Angeles, Calif. Webster 3-5881. Robert Guggenheim, *vp & mgr.*

1364 Russ Bldg., San Francisco 4, Calif. Garfield 1-3041. Jack R. Holmes, *mgr.*

600 University Ave., Toronto 2, Ontario. Canada. Empire 2-1366. Leslie S. McMahon, *mgr.*

MacLaughlin Advertising Agency

601 Ellicott Sq., Buffalo 3, N. Y. Mohawk 5703. F. R. MacLaughlin, *o;* Helen Malanowicz, *ae tv.*

Media Dept.: Helen Malanowicz.

MacLean Advertising Agency, Inc.

207 E. 37th St., Murray Hill 7-3774. Theo-

dore M. Seller, *pres.;* Lorne Cole, *sec.-treas.*

Margaret Macy Advertising Co.
30 E. 60th St., N. Y. 22. Plaza 9-2229. Margaret Macy, *o;* Louis Eude, *art d;* Arthur Finch, *cpy. chf.*
Media Dept.: Arthur Finch, d.

Madara Advertising Agency, Inc.
232 Long Lane, Upper Darby, Pa. Gr 6-4030; Fl 2-6310, 11, 12. Edward S. Madara, *pres. & ae;* William F. Malsberger, *vp & ae;* Mary A. Helms, *sec.;* Ann H. Madara, *treas.;* Alexander Gazonas, *art d;* Richard L. Douthit, *prod. mgr. & cpy. chf.;* Lewis Rinko, *libr. Ae's*: Edward Madara, William F. Maisberger, Richard Douthit.

Madison Advertising Agency, Inc.
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Media Dept.: Laura Powell, *b.*

Madison Advertising Co., Inc.
400 Madison Ave., N. Y. 17. Plaza 9-3200. Joseph Glicksman, *pres. & ae;* William Glicksman, *vp & sec.;* David R. Gibson, *treas.;* Allen Glicksman, *art d;* Philip J. Gibson, *ass't art d;* Robert Cone, *cpy. chf.;* Renee Long, *fash. d. Ae's*: David R. Gibson, Robert Cone.
Media Dept.: Evelyn L. Price, *d & b.*

Maercklein Advertising
525 E. Michigan St., Milwaukee 2, Wis. Broadway 6-9844. Robert W. Maercklein, *o & ae;* John P. Koch, *cpy. chf. & ae;* Walter Praefke, *prod. mgr.*
Media Dept.: Marion Meisenheimer, *d.*

Al Maescher Advertising, Inc.
25 S. Bemiston, Clayton 5, Mo. Parkview 7-6981. A. Maescher Jr., *pres.;* Gene F. Murray, *sr. vp;* Joan Conrey, *tv & rad. d;* Peter Jay Nikolaisen, *vp & ae;* C. Sewell Pangman, *vp & ae;* M. Medearis, *ae.*
Media Dept.: Gene F. Murray.

Magnussen Advertising Agency
2010 W. T. Waggoner Bldg., Ft. Worth 2, Tex. Ed 2-1145. H. A. Magnussen, *o;* Forest Newman, *art d;* Marvin Gwinn, *ae;* Lee Taylor, *prod. mgr.*

Mahoney & Howard, Inc.
107 E. 38th St., N. Y. Lexington 2-3822. A. Howard, *pres.;* Dick Stinnette, *vp;* Joseph Mack, *art d;* Marvin Jacobson, *cpy. chf.*
Media Dept.: Ruth Baum, *d.*

Mahool Advertising, Inc.
914 N. Charles St., Baltimore 1, Md. Plaza 2-3616. Katherine H. Mahool, *pres. & ae;* Robert D. Myers, *sec. & ae;* Helen B. Asher, *treas.;* Charles E. Cockey, *pub. rels. d.*

Jay H. Maish Co.
400 S. Main St., Marion, Ohio. 2-1191. Jay H. Maish Sr., *chmn. & treas.;* Jay H. Maish Jr., *pres. & sec.;* Perry Bacheider, *exec. vp;* Robert Byrd, *exec. vp;* Jack Carr, *vp chg. prod.;* Clifford Boettcher, Calvin Arnold, *vp's;* Robert Fees, *art d. Ae's*: Robert Byrd, Perry Bacheider, Jay H. Maish Jr., Gordon Bruun, Clifford Boettcher, Calvin Arnold, Barney Bigler, Robert Sullivan, Jim Gallant, John Morris, Robert Smith, Charles Peters.

Vic Maitland & Associates, Inc.
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Media Dept.: H. E. McDonald Jr., *d;* L. G. Chapman, *tb.;* W. E. Burge, T. I. Borden, L. E. Cramer, *b's.*

Malap Advertising Agency
220 W. 39th St., Kansas City 11, Mo. Victor 4232. Joseph Lapides, *pres. & cpy. chf.;* G. Milo, *art d.*
Media Dept.: S. Raskin, *b.* & Richard Lapides, *b.*

Malcolm Advertising Agency
316 Marion Bldg., 1276 W. 3rd St., Cleveland 13, Ohio. Tower 1-1713. H. R. Malcolm, *pres. & ae;* E. M. Malcolm, *sec. & treas.;* John D. Thibo, *art d;* Robert Doyle, *prod. mgr. & ae;* Nicko I. Vasseliff, *rsrch. d.*

Malcolm-Howard Advertising Agency
203 N. Wabash Ave., Chicago 1, Ill. Andover 3-0022. Arthur M. Holland, *o & ae;* Arthur Anderle, *art d. Tv & rad. dept.*: Bev. Smith, Bob Berman, Fran Weiss, Ed Drucker; Stewart Sherling, *tv & rad. dept. & publ. d. Ae's*: Max G. Holland, H. A. Barkun, Robert Larson.
Media Dept.: Maxine Ziv, *tb.*

R. Malcolm & Associates, Inc.
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W. H. Male, Ltd.
1674 Kona St., Box 3496, Honolulu, Hawaii. 91178. Zaida Male, *pres. & personnel d;* H. V. Beazlie, *vp;* Masuo Ogoshi, *sec.;* Yukiso Yamamoto, *treas.;* Masaru Yamauchi, *art d & ass't treas.;* W. C. Nelson, *prod. mgr. & traff. control,* Valjeanne Ladd, cpy. chf. *Ae's*: H. V. Beazlie, Paul Davis.

David Malkiel Advertising, Inc.
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Norman Malone Associates, Inc.
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Media Dept.: H. P. Stitzlein, *d.*

J. Gordon Manchester Advertising, Inc.
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Manchester-Williams-Kreer, Inc.
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Media Dept.: George McGivern, *d.*

Mandabach, Marthens & Simms, Inc.
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Media Dept.: Violet Mickelson, *d.*

M. Mandel & Co.
17 Academy St., Newark 2, N. J. Market 3-2605. Morton Mandel, *pres.;* Shirley Mandel, *sec.;* Valerie Cummings, *prod. mgr.*

Lee Mandell Co.
100 W. 42nd St., N. Y. 36. Wis 7-3840. Lee Mandell, *pres. & prod. mgr.;* Edith Lelchuk, *sec.;* Stan Sternbach, *art d.*
Media Dept.: Lee Mandell, *b.*

Manhattan Advertising, Inc.
225 W. 57th St., N. Y. 19. Plaza 7-3340. Eugene L. Friedman, *pres.;* Arthur Schindler, *vp & art d;* Irving Frisch, *ae.*
Media Dept.: Shirley Drucker, *b.*

Mann Advertising Co., Inc.
119 S. Alvarado St., Los Angeles 57, Calif. Dunkirk 2-1179. Wentworth W. Mann, *pres.;* William E. Mitchel Jr., *ae.*
Media Dept.: Margaret Halladay, *b.*

Alan T. Mann Co., Inc.
185 N. Wabash Ave., Chicago 1, Ill. Financial 6-0909. Alan T. Mann, *pres. & pub. rels. d;* Richard E. Kautz, *vp, treas. & prod. mgr.;* Shirley A. Greve, *sec.;* John E. Von Dorn, *art d.*
Media Dept.: Shirley A. Greve, *b, tb & d.*

Mann-Ellis, Inc.
65 E. 55th St., N. Y. 22. Plaza 1-2323. Kurt

J. Mann, *chmn. bd., pres., treas. & ae;* Norman S. Brett, *rad. d & ae;* Don Davis, *vp, rsrch. d & ae;* Frank E. Persky, *cpy. chf.;* Harry Steinfield, *art d.*

Manning Advertising, Inc.
19 W. 44th St., N. Y. 36. Murray Hill 2-7817. Fred Stern, *pres., personnel d & ae;* Bernita Arnold, *art d;* Silvio Limpo, *prod. mgr.;* Arthur Horowitz, *treas., cpy. chf. & ae.*
Media Dept.: Arthur Horowitz, *d.*

Michael Mannion Advertising
185 N. Wabash Ave., Chicago 1, Ill. Michael H. Mannion, *pres.;* H. Ostwald, *vp & sec.*

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Media Dept.: Robert Kibrick, *d.*

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Media Dept.: Jack Donohue, *tb.*

Manson-Gold-Miller, Inc.
724 Roanoke Bldg., Minneapolis 2, Minn. Geneva 9619. Robert P. Miller, *pres., treas. & ae;* Eleanor L. Miller, *vp & sec.;* Kenneth M. Schlasinger, *vp, tv-rad. d & ae;* Edward Harris, *art d;* Eleanor Edwards, *cpy. chf.*
Media Dept.: Rose Midanek, *d, b & tb.*

Marcus Advertising Agency, Inc.
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Media Dept.: Donald H. Marcus.

Allan Marin & Associates, Inc.
624 S. Michigan Ave., Chicago 5, Ill. Webster 9-4818. Allan Marin, *pres.;* Leonard Marin, *vp;* Ralph Chase, *art d;* Allan J. Ortiz, *art;* Bernadine Bocian, *prod.*
Media Dept.: Donna Hanson.

Mark Advertising, Inc.
1587 Irving St., Rahway, N. J. Fulton 1-0331. Alfred L. Christoffers, *pres.;* Robert A. Bond, *vp;* Priscilla S. Christoffers, *sec.;* Pauline Reilly, *art d.*
Media Dept.: Robert A. Bond, *d.*

Emil Mark & Co.
130 E. 40th St., N. Y. Lexington 2-0628. Emil H. Mark, *pres.;* R. B. Shea, *vp & treas.;* C. H. Frederick, *ae.*
Branch Office:
3 Ocean Ave., Milford, Conn.

Mark, Simeon & Renard, Inc.
34 E. 40th St., N. Y. 16. Le 2-4280. Louis R. Sosnow, *pres. & ae;* Joel S. Jablons, *exec. vp & ae;* M. R. Taylor, *sec. & ae;* D. J. Luger, *treas.;* M. Stein, *art d;* T. L. Karpel, *cpy. chf.;* M. Maislin, *publ. d;* R. Feinstein, *rsrch. d & ae;* H. E. Lytton, *ae.*

Marketing & Advertising Associates
Penn Square Bldg., Philadelphia 7, Pa. Locust 7-4010. Albert A. Eisenstat, *o.*
Media Dept.: Ben Arie, *d.*

C. R. Markham Advertising
1366 Greenleaf Ave., Chicago 26, Ill. C. R. Markham, *pres.;* L. E. Markham, *sec. & treas.;* June Carr, *art d;* S. M. Markham, *prod. mgr.*

George A. Marklin & Associates
Arcade Bldg., St. Louis 1, Mo. Central 1-4090. George A. Marklin, *pres.*

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Media Dept.: Wilma Kaplan, *d.*

D. A. Marks Advertising Agency
20551 Mack Ave., Grosse Pointe Woods 36, Mich. Dorothy Ann Marks, *o & ae;* Robert McBride, *cpy. chf.;* Jerry Schweizer, *promtn. d;* Paul Pentecost, *publ.;* D. J. Schram, *art d.*
Media Dept.: Ruth Schumaker.

Robert M. Marks Co., Inc.
32 E. 57th St., N. Y. 22. Plaza 3-5924. Robert M. Marks, *pres., sec. & ae;* Donald Berard, *art d;* Sidney Walton, *tv & rad. consult.;* Werner Lob, *rsrch. d;* Arthur Pine, *publ. consult.*
Media Dept.: Teri Parker, *d.*

Robert L. Marloff, Inc.
Republic Bldg., Pittsburgh 12, Pa. Allegheny 1-7257. Robert L. Marloff, *pres.;* Gladys M. Marloff, *sec.*

Rick Marrus Associates
192 Lexington Ave., N. Y. 16. Murray Hill 4-5650. Rick Marrus, *p, cpy. chf. - ae;* E. R. Marrus, *p;* Paul Brent, *art d & prod. mgr. Ae's:* Elsie Marrus, Robert Hines.

Marschalk and Pratt Div. of McCann-Erickson, Inc.
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Media Dept.: Eugene J. Cogan, *d serv.;* Andrew J. Purcell, *assoc. d;* Mary Ellis, Catherine Noble, *tbs.;* Vincent Rafti, *b.*
Branch Offices:
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Terry Belknap Marsh Associates
480 Lexington Ave., N. Y. 17. Eldorado 5-4569. Terrill Belknap Marsh, *p & rad. d;* Alva D. B. Marsh, *p & art d;* Robert R. Larsen, *prod. mgr. & ae. Ae's:* Norman E. Knudson, Vera Berg, Schuyler Patterson.

Marshall & Coch, Inc.
280 Madison Ave., N. Y. 16. Murray Hill 4-0987. Clifford Coch, *pres. & ae;* Lyal Marshall, *treas. & ae.*

Harold Marshall Advertising Co., Inc.
171 Madison Ave., N. Y. 16. Murray Hill 6-5652. Harold Marshall, *pres., cpy. chf. & ae;* Allan Borows, *art d;* Rutch C. Marshall, *ae.*

Howard E. Marshall Advertising
300 E. Market St., York, Pa. 7401. Howard E. Marshall, *p & ae;* Nevin Stetler, *p;* William E. Crowder, *art d;* Jack L. Sharp, *prod. mgr.;* Gail Stough, *ae.*

Marsteller, Rickard, Gebhardt & Reed, Inc.
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Media Dept.: Elaine A. Kortas, *d;* Joyce Moberg, *assoc. d.*
Branch Offices:
800 2nd Ave., N. Y. 17. Yukon 6-6161. H. L. Fisher, *consultnt.;* H. H. Sharman, *exec. vp. VP's.:* Robert A. Browne, Samuel Wildfeir, Marshall C. Lewis, Julian Gran; D. M. Howell, *prod. mgr.;* Eugene F. Cole, *art d;* Louis Magnani, *assoc. art d;* Elias Buchwald, *publ. d; Ae's.:* Robert March, Wm. G. Hielt, Kenneth Pfitzenmayer, D. M. Cragin.
Media Dept.: Jukian Gran, *d;* Helen M. See, *assoc. d.*
Oliver Bldg., Pittsburgh 22, Pa. Express 1-1616. R. S. Reed Jr., *exec. vp. Vp's:* John R. Burke, Norton Weber, John F. Connors, *prod. mgr.;* Frank Sobell, *art d;* George Thomas, *publ. d. Ae's:* Gordon P. Sutherland, Bruce Richardson, Nancy C. Jones, C. W. Wild.
Media Dept.: E. L. Donnelly, mgr.
1917 Westheimer, Houston 6, Tex. Jackson 6-1475. *Vp's:* Jack D. Rittenhouse, Douglas S. Craig; Niel Gulley, *prod. mgr.;* Jackie Standard, *art d. Ae's:* J. E. Chalmers, Wm. A. Marks, Marion Speights.
Media Dept.: Don Reynolds, *mgr.*

Martha's Advertising Service
412 W. 6th St., Los Angeles 14, Calif. Ma 6-4897. Martha Weisler, *o.*

Martin Advertising Agency
15 E. 40th St., N. Y. 16. Lexington 2-4751; 4762; 4753. Felix M. Wolsky, *d.*

George Homer Martin Associates
24 Commerce St., Newark 2, N. J. Market 2-2984-2985. George H. Martin, *pres. & ae;* Edmund P. Martin, *exec. vp & ae;* Charles E. Parker, *art d;* Anna Ament, *sec. & treas.;* Delores Smith, *off. mgr.*
Media Dept.: Gerald W. Martin, *d.*

J. W. Martin, Inc.
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Media Dept.: W. A. Kramer, *d.*

Robert E. Martin & Co.
1401 Peachtree St., N.E., Atlanta 9, Ga. Atwood 4481, 4482. Robert E. Martin, *o;* Charles H. Kupfer, *prod. mgr.;* Robert K. Martin, *off. mgr.;* Janet Wade, *plans & cpy;* Ted S. Will Jr., Mrs. Harriet Erwin, *ae's.*
Media Dept.: Mrs. Willodean Alexander

Willis S. Martin Co., Inc.
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Media Dept.: Willis S. Martin, *b.*

Martin-Williams, Inc.
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Martine-Flaugher Advertising Agency, Inc.
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Walter Marto Advertising Agency
1846 E. Walnut St., Pasadena, Calif. Sycamore 6-2239. Walter W. Marto, *pres.;* M. L. Eastman, Dave Tilford, *ae's;* Leila Tompkins, *cpy. chf.*
Media Dept.: Thelma Marto, *d;* Walter W. Marto, *b.*

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Media Dept.: Patti Brainerd, b; Virginia White, *tb.*

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Media Dept.: C. Russell Zeininger, *b & tb.*

Branch Office:

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Media Dept.: Lee Cayton, *tb.*

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Media Dept.: H. G. Selby, C. J. Lonsdale, A. E. Early, *assoc. d's;* Muriel Lamppert, *tb.*

Branch Offices:

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Time & Life Bldg., 9 Rockefeller Plaza, N. Y. 20. Circle 6-3510. Keith R. Frazine, *mgr.*

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Media Dept.: Harold Brouse, *d.*

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Media Dept.: Russell D. Meredith, *b.*

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Media Dept.: Robert A. Meehan, Walter C. Hyland, J. Kossak, Sheldon D. Spencer, Edwin L. Wanner, Gordon Van Eck, *bs.*

Metropolitan Advertising Co.

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Media Dept.: Harry D. Adair, *tb.*

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Michener Co.

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First National Bank Bldg., Cincinnati 2, Ohio. Main 2112. B. B. Fischer, Jack F. Koons, Jack F. Koons Jr. *Ae's:* Kathryn Gallagher, Elmer Murray, Richard Broshar.

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271 W. 125th St., N. Y., 27. Riverside 9-1385. Joseph R. Wortman, *principal;* Ruth Wortman, *principal.*

Midwest Advertising Agency

City Hall Bldg., Rockford, Ill. Main 985. W. A. Pitschke, *pres.;* J. H. Thompson, *vp;* D. Beckington, *sec.*

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Miller & Associates

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1648 S. Boulder, Tulsa, Okla. Mrs. Marguerite Cunningham, *exec. in chg.*

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Media Dept.: Mercer W. Sweeney, *d.*

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Media Dept.: Edward J. Deane, *tb.*

John Miller Advertising Agency

55 Prospect Ave., Norristown, Pa. Broadway 2-5842. John R. Miller, *o.*

John Thomas Miller

71 W. 35th St., N. Y. 1. Wisconsin 7-3996, 7. John T. Miller, *ae;* E. C. Kirkell, *prod. mgr.*

Media Dept.: E. C. Kirkell, *b.*

M. Glen Miller Advertising

8 S. Michigan Ave., Chicago 3, Ill. Franklin 2-1309. M. Glen Miller, *o;* Charles Weber, *art d;* Lyn Arnt, *ae.*

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Media Dept.: Robert H. Wesson, *d;* Irving Hill Jr., *ass't d.*

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Peter R. Miller Co.

2112 Book Bldg., Detroit 26, Mich. Woodward 1-8295. Peter R. Miller, *o.*

W. J. Miller

2nd & Locust Sts., Harrisburg, Pa. Ce 8-8249. W. J. Miller, *o;* Onerera Julian, *sec.;* Betty DeWalt, *sec.;* Charles Donovan, *art d;* William M. Miller, *off. mgr. Prod.:* Paul C. Smith, Arthur E. Adams, Leonard W. Peffer, William Cook, William Stutts; Emerson Beible Jr., *photographic dept.;* Gertrude Stubblefield, *direct mail d;* Harold F. Miller, *ae.*

Media Dept.: W. J. Miller, *b.*

W. H. Millhaem & Co.

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Branch Office:

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Media Dept.: Joan Britt, *b.*

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343 Hempstead Turnpike, W. Hempstead, L. I. Ivanhoe 1-6400. Harold Mitchell, *o. Ae's:* Melvin Kaplan, Gilbert Sichel, Howard Seidman, Jules B. Mitchell Jr.

Mitchell Advertising Agency

3715 Poplar St., Erie, Pa. 4-1554. George J. Mitchell, *p & rad. d;* F. J. Mitchell, *p;* G. M. Bohn, *prod. mgr.*

Media Dept.: F. J. Mitchell, *d.*

Everett Mitchell Advertising

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Media Dept.: V. L. Reek, *b & tb.*

W. Robert Mitchell, Inc.

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Media Dept.: Anne Novak, *d.*

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Media Dept.: Robert A. Mogge, *d & b;* Victor Gotham, supvr.

Branch Office:

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Media Dept.: Jane Leider *d, b & tb.*

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Media Dept. Joel L. Martin, *d;* Oliver Einstein, *print d.*

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& *ae;* Stanley Brown, *art d;* Hal Kirk, *cpy. chf.;* Norman Allen, *ae;* Seymour Sanders, *prod. mgr.*

Media Dept.: Charlene Hirst, *d.*

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Media Dept.: Florence M. Purdy, *b.*

M. Keith Molsberry Advertising

532 W. Foothill Blvd., Azusa, Calif. Edgewood 4-4904. M. Keith Molsberry, *o.*

Monitor Advertising Agency

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Media Dept.: Betty Swords, *d.*

Richard G. Montgomery & Associates

1126 S. W. 13th Ave., Portland 5, Ore. Ca 3-3108. Richard G. Montgomery, *p;* William A. Montgomery, *p & ae;* Richard G. Montgomery Jr., *p, publ d & ae;* E. L. Morris, *art d;* Chris Traugh, *prod. mgr.;* Mary Nimmo, *tv d & ae;* Jess M. Shinn, Lyle Peters.

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Media Dept.: J. L. Hochwait, *d, b;* P. A. Spellman, *b & tb.*

Moore Advertising Agency

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Moore & Bellows

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Media Dept.: B. B. Bellows, *b.*

Moore & Co., Inc.

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Media Dept.: William E. Bolster, *tb.*

E. W. Moore Advertising, Inc.

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H. L. Moore Co.

Statler Bldg Boston 16, Mass. Liberty 2-7048. Harry L. Moore, *pres. & treas. Ae's:* Harry L. Moore, Robert M. Tweedy.

Bruce Moran & Co.

59 Eighth St. N.E., Atlanta 9, Ga. Trinity 6-7531. Bruce Moran, *o;* Kenneth Brown, *mgr.*

Media Dept.: M. Allen, *b.*

John Moran Advertising Agency

Shoemakersville, Pa. Hamburg 9131. Clarence H. Ritter, *pres.;* John Moran, *vp;* Richard Himmelberger, *art d;* Russel E. Kline, *ae.*

Morehouse Printing and Advertising

308½ N. Fourth St., Lafayette, Ind. 2-8211. Alvin E. Morehouse, *o.*

Chester C. Moreland Co., Inc.

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R. B. Moreland & Co.

1504 Fidelity Union Bldg., Dallas 1, Tex. Riverside 7-4941. R. B. Moreland, *pres. & ae;* Hazel McLary, *prod.;* J. T. Ehricht, *treas.;* Tom Grimes, *art d;* Virginia Wiltten, *cpy. chf.;* W. J. Edwards Jr., *tv-rad. d & ae;* B. J. Moreland, *ae.*

Media Dept.: B. J. Moreland, *d & b.*

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Media Dept.: Frank B. McElmoyl, *d;* Kathryn Shanahan, *tb.*

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Media Dept.: Terri Brady, *tb & b.*

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260 California St., San Francisco, Calif. Ex 7-0426. Porter F. Anderson, *vp & mgr.;* Phil Whitman, *ae.*

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139 N. Clark St., Chicago 2, Ill. Randolph 6-8336, 7, 8. A. R. Morlock, *o & ae;* Miss V. Fishback, *art d & prod. mgr.;* H. Lewis, *cpy. chf. Ae's:* R. B. Weatherwax, L. G. Barton, A. R. Morlock.

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Media Dept.: S. L. Rosenheim, *b.*

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John B. Morrissey Co.

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Media Dept.: M. Fredrickson, *d & b.*

Morsan & Co., Inc.

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Media Dept.: Harvey Spiegelman, *b.*

Morse International, Inc.

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Capitol 8-8511. George W. Corneil, *art d;* Mrs. Thelma Lee, *prod. mgr. Ae's:* Henry J. Morton, Richard K. Stanton, Richard Rubin.

Moselle & Eisen, Inc.

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Media Dept.: Mrs. Laura B. Mang, *mgr.*

Moses Advertising Service

Munsey Bldg., Baltimore 2, Md. Saratoga 7-3442. Jacob G. Moses, *prop.*

Media Dept.: M. Leimbacg, *b.*

Mosher, Reimer & Williamson Advertising Agency, Inc.

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Moshier Advertising Agency

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Moss Associates, Inc.

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Media Dept.: Betty Math, *d.*

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Media Dept.: Mary M. Schuler, *b.*

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291 S. LaCienega Blvd., Beverly Hills, Calif. Webster 8-6288. Charles A. Mottl, *p & ae;* Irvin Lee Siteman, *p & ae;* Edward F. Baltz, *p & ae;* Baker O. Ostrin, *vp & creat. d;* Evan C. Williams, *art d;* Louise Martin, *prod. mgr.;* Baker Ostrin, *cpy. chf.;* Philip Wolf, *tv-rad. d;* Helen A. Atkinson, *publ. d;* M. M. Popejoy, *personnel d & bus. mgr.;* Lee S. Young-Gren, *ae.*

Media Dept.: I. Lewis, *b;* J. Molinaro, *tb.*

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75 E. Wacker Drive, Chicago 1, Ill. Financial 6-3481. C. W. Muench, *pres. & ae;* Weldon O. Yocum, *vp, gen. mgr. & ae;* Donald M. Gerhardt, *art d;* William G. Fisher, *prod. mgr.;* Robert E. Moore, *mchdse. mgr. & ae;* Herb Gottschalk, *tv-rad. d, creat d;* Henry Nathan, Pete Hickman, *ae's.*

Media Dept.: V. Fabian, *b & tb;* Herb Gottschalk, *b.*

Branch Office:

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Media Dept.: Robert Schroer, *exec. in chg.*

Branch Office:

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Media Dept.: Alice Carle, *b.*

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Media Dept.: H. S. Sable, *b.*

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Media Dept.: Mary A. Hickey, *d.*

Branch Office:

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N

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Media Dept.: Keith B. Smith, *d;* Daniel J. Maselli, *tb.*

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Media Dept.: Caroline Benson, *d & b.*

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National Bakers Services, Inc.

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Media Dept.: Frank Bernarducci, *d;* Ronald Corcillo, *tb.*

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8462 Sunset Blvd., West Los Angeles 46, Calif. Oldfield 6-0500. G. Neale Sr., *p, agency hd. & ae;* E. G. Neale Jr., *p & ae;* Mark Lustica, *cpy. chf.* Pete Stacey, *prod. mgr.;* Stan Gordon, *art d;* Ann Lindquest, *publ. d;* Henry Gerstenkorn, Hal Phillips, *ae's.*

Media Dept.: E. G. Neale Jr., *d.*

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Walnut 3-9817. John A. Willoughby, *vp & mgr.*

Media Dept.: John Paul Moore, *d.*

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Media Dept.: Harry C. Ledingham, *d.*

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Media Dept.: Shirley Bright, *d.*

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Nelson Advertising Co.

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Nelson Advertising

3305 Wilshire Blvd., Los Angeles 5, Calif. Dunkirk 7-8368. Irwin S. Green, *pres., tv-rad. d & ae;* F. Gordon Gelfond, *art d & ae;* Beatrice S. Cowan, *off. mgr., rsrch. d & ae;* Maurice Harris, Lee Raff, *ae's.*

Media Dept.: Irwin S. Green, *d, b & tb.*

Carvel Nelson & Powell Advertising Agency

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Media Dept.: Lorraine Woods, *b.*

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Media Dept.: Ruth W. Wark, *tb;* Tillie Reinig, *b & tb.*

Harvey B. Nelson

40 Coolidge Ave., W. Caldwell, N. J. Caldwell 6-2227. Harvey B. Nelson, *p;* Ruth M. Nelson, *p.*

Ken Nelson Associates Advertising

1244 Baker Bldg., Minneapolis 2, Minn. Federal 6-4102, 6-7633. Ken Nelson, *o;* Ralph Robertson, *ae.*

Lloyd W. Nelson, Inc.

501 Syndicate Bldg., Minneapolis 2, Minn. Federal 8-4753. Lloyd W. Nelson, *pres. & treas.*

Nemarow Advertising Agency

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Media Dept.: Helen Casacci, *b.*

Branch Office:
550 Fifth Ave., N. Y. 36. Plaza 7-6454.

Nesbitt Service Co.

Hanna Bldg., Cleveland 15, Ohio. Cherry 1-4804. K. A. Nesbitt, *o & ae;* M. R. Murphy, *sec. & ae;* Paul Gebhart, *art d.*

Netedu Advertising, Inc.

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59 E. Van Buren St., Chicago 5, Ill. Harrison 7-9494. A. Wesley Newby, *pres. & ae;* Harry Henry, *vp;* A. Herbert Peron, *treas., sec. & ae.*

Media Dept.: M. Barrett, *b.*

Newhoff-Blumberg Advertising Agency

529 N. Charles St., Baltimore 1, Md. Lexington 9-7155. Theodore A. Newhoff, *p;* Frank L. Blumberg, *p;* Faith Beardmore, *tv-rad. d.*

D. L. Newman Advertising Agency

7—3rd St., San Francisco 3, Calif. Garfield 1-7454. D. L. Newman, *pres.*

Emmet J. Newman Advertising

180 N. Wabash Ave., Chicago 1, Ill. Dear-

born 2-7100. Emmet J. Newman, *pres.;* Rocco Bologna, *art d;* John Arailis, *prod. mgr.;* Lillian Savit, *cpy. chf.;* Sophie Grablec, *libr. Ae's:* Plato Thalos, Eugene Dalaskey, Martin Silver, John Beneventi, Louis S. Newman, *rad. d.*

Media Dept.: Louis S. Newman, *d & b.*

Newman, Lynde & Associates, Inc.

1628 San Marco Blvd., Jacksonville 7, Fla. Ex 8-9721. Hunter Lynde, *pres. & ae;* David E. Robeson, *vp & ae;* Ron G. Sercombe, *sec., publ. rels. d & ae;* Ned Hubbard, *treas. & ae;* Ed Duckett, *art d;* John T. Hopkins III, *tv-rad. d & ae. Ae's:* John A. Bunker, J. Clifton Lewis, Stanley R. Nutting.

Media Dept.: John T. Hopkins III, *tb.*

Branch Offices:

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Affiliate: Justin R. Weddell & Associates, 616 Brent Annex, Pensacola, Fla. Hemlock 8-0636.

Newman, Stern, Mandell Advertising Agency

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Branch Office:

520 Biscayne Blvd., Miami, Fla. Franklin 9-0969.

Michael Newmark Agency

4 W. 40th St., N. Y. 18. Longacre 5-5622. Michael Newmark, *pres. & ae;* Pearse A. Mitchell, *vp & ae;* Frank A. Franklin, *gen. sls. mgr.* (indus. div.) *& ae;* Jerrold Feldman, *ass't sls. mgr. & ae;* Howard Price, *mgr. real estate, financial div. & ae;* Jack Gaughan, *art d;* Dave Hodges, *ass't art d;* Lucille Curtis, *prod. mgr.;* Loughton Smith, *cpy. chf. & ae;* James Leeds, *tv-rad. d & ae;* Gerald Freeman, *publ. d & ae;* John Simpson, *ass't publ. d. Ae's:* Alice Kutzin, George Southerland, Morris Munje.

Media Dept.: George Southerland, *d & b.*

Newmaark's Advertising Agency

1457 Broadway, N. Y. 36. Longacre 3-2900. Samuel S. Zipser, *pres.;* A. Chernok, *off. mgr. & vp;* Joseph Bell, *sec. treas.;* Al Wasserman, *art d;* Mike Avekian, *prod. mgr. Ae's:* Alice Pitt Van Zandt, Milton L. Weiss.

Media Dept.: Joseph Bell, *b.*

William Nicosia Advertising, Inc.

250 W. 57th St., N. Y. 19. Circle 6-6046; 6047; 6048. William A. Nicosia, *pres., treas. & ae;* Manlio Severino, *sec.;* Charles L. Blodgett, *art d & ae;* George Boulanger, *art d;* Joseph Chiarella, *prod. mgr. & ae;* Edward G. Coyne, *creat. d & ae;* Albert Harris, *mchdse d & ae;* Lee Johnson, *cpy. chf.*

Media Dept.: Judith Beldegreen, *d.*

Albert Sidney Noble Advertising

52 Vanderbilt Ave., N. Y. 17. Murray Hill 6-8788. A. S. Noble, *o;* F. V. Kennedy, *traff. mgr.;* B. T. Ferguson Jr., *rsrch. d;* B. J. Franken, *fash. cpy. chf.;* J. T. Kangas, *agricultrl. cpy. chf.*

Media Dept.: B. T. Ferguson Jr., *d.*

Noble-Dury & Associates, Inc.

Life & Casualty Tower, Nashville, Tenn. Al 5-0336. Albert Noble, *chmn. bd.;* Bill Graham, *pres.;* Bill Dury, *exec. vp;* Harold Twitty, *vp.*

Norman, Craig & Kummel, Inc.

488 Madison Ave., N.Y. 22. Plaza 1-0900. William H. Weintraub, *chmn. bd.;* Norman B. Norman, *pres. & chf. exec. officer;* Eugene H. Kummel, *exec. vp & sec.;* David Kaplan, *exec. vp & treas.;* Walter Craig, *vp chg. tv-rad.;* John D. Scheuer, Sr., Kay Daly, Richard Bowman, *vp's & creat. d's;* John B. Morris, *vp & mktg. d. Vp's:* H. G. Bissinger, Richard Bouton, Warren Fales, William E. Macke, E. L. Whitney; Roselou Flanaga, *compt. & ass't sec. Ae's:* H. G. Bissinger, Richard Bouton, Warren Fales, Marion Gorman, Philip Jefferson, Nat Kornfeld, William E. Macke, L. J. McGrady, Robert C. Olson, Gerald Shapiro, Thomas T. Stafford, Scott Warner, Robert Watkins, J. M. White, E. L. Whitney; Walter Craig, *d tv-rad.*

Media Dept.: Daniel M. Potter, *chg. bdcst;* Gladys York, *chf. tb;* Irving Adelsberg, Irene Ponik, *tbs.;* Merl Bloom, Joel Weisman, *producers.*

Branch Offices:

Merchandise Mart, Chicago 54, Ill. Whitehall 3-0211. H. G. Bissinger, *vp & gen. mgr.;* George Paneff, *off. mgr.*

1513 Jefferson Ave., Toledo, Ohio. Cherry 4-2593. L. J. McGrady, *exec.*

Norman-Navan, Inc.

147 Federal Square Bldg., Grand Rapids, Mich. Glendale 9-6197. John B. Norman, *pres. & cpy. chf.;* Gordon Navan, *vp, treas. & art d;* Benjamin Cueny, *sec.;* Mrs. Nancy Priebe, *prod. mgr.;* Paul de Monterice, *tv-rad. d;* Harry Johansen, *personnel d. Ae's:* Albert G. Salter, Robert S. Baird Jr.

Media Dept.: Paul de Monterice, *tb.*

North Advertising Inc.

Merchandise Mart Plaza, Chicago 54, Ill. Whitehall 4-5030 Donald P. Nathanson, *pres.;* Cyrus H. Nathan, *exec. vp;* Harold Rosenzweig, *vp, sec. & treas.;* George Gruenwald, *vp & grp. hd.;* Charles P. Hirth, *vp—a servs.;* Richard Fechheimer, *vp & a supvr.;* Lester A. Delano, *d mktg. servs.;* Alice Westbrook, *d creat. servs.;* Robert Fryml, *art d;* Warren Fisher, *prod. mgr.;* Dr. Saul Ben-Zeev, *rsrch. d;* Alan Bloomfield, *mkt. plnng. d. A d's:* Bennett Cooper, Austin D'Alton, James Green, Philip Lane, James Mackin, John Rundall, Kerry Sheeran; Richard F. Sachse, *off. mgr.*

Media Dept.: Lester A. Delano, *d;* N. T. Garrabrant, *mgr.;* Armella Selsor, *supvr.;* Ed Scannell, *supvr.;* Jack McCord, *bdcst. bus. supvr.;* Jack Jones, *netwk. serv. supvr.;* Al Ostrin, Betty Lavaty, *b's.*

Branch Offices:

6 E. 45th St., N. Y. 17. Oxford 7-0515. Bruce Dodge, *vp & mgr.;* Frank Higgins, *prod. d;* Mary Myers, *producer.*

8701 Wilshire Blvd., Beverly Hills, Calif. Olympia 2-3770. Edward Feldman, *mgr.;* Maxine Anderson, Geoffrey Nathanson, *producers.*

Noyes & Co.

Industrial Bank Bldg., Providence, R. I. Gaspee 1-2087. Frederick C. Noys, *pres.;* Carroll H. Rickard, *sr. vp & rsrch. d.*

Media Dept.: Carroll H. Rickard, *d;* Theodore Eilenberg, *supvr. space;* Henry C. Hart Jr., *supvr. tv & rad.;* William M. MacLeod, *tb.*

Earle C. Noyes Advertising Agency

Washington Bldg., Washington 5, D. C. Sterling 3-2440. Earl C. Noyes, *pres.;* C. E. Morse, *mgr.;* Laura Vay, F. S. Webster, *ae's.*

Media Dept.: M. D. Randall, *tb & b.*

Noyes & Sproul, Inc.

444 Madison Ave., N. Y. 22. Plaza 3-5580; 1; 2; 3. A. E. Sproul Jr., *pres. & bd. chmn.;* Dorothy Noyes, *vp, sec. & treas.;* Elino J. Maclin, *ae & grp. creat. d;* Ira L. Nichols, *ae & grp. creat. d;* M. Budd Mittleman, *grp. d client serv.;* Clement F. Theisen Jr., *ae & grp. mkt. rsrch. d;* Bernard Brussel-Smith, *consult. art d;* Harry Johnson, *mgr. art dept.,* Irwin L. Bogin, Harvey Fishbein, *grp. prod. mgr's.;* Harold Coy, *pub. rels. d;* Ruth M. Mishnun, *grp. libr. rsrch. d;* Allan Salant, *grp. libr. rsrch. d;* R. A. Steindler, T. Millard Watson, *ae's.*

Media Dept.: Florence G. Bowen, Ruth Osgood, *grp. d's.*

Branch Office:

Lakeland, Fla. Mrs. Annie G. Hull, *mgr.*

Nyburg Advertising, Inc.

914 N. Charles, Baltimore 1, Md. Mulberry 5-9011. Robert S. Nyburg, *pres.;* Carol H. Little, *art d;* Nanci D. White, *cpy. chf.*

W. W. O'Brien Advertising Agency, Inc.

5 St. Paul St., Rochester 4, N. Y. Baker 5-4056. W. W. O'Brien, *pres., treas. & ae;* Bette Claffee, *sec.;* Edwin Ziarko, *art d;* Corwin Skinner, *ae;* Susan Schor, *traff.*

R. T. O'Connell Co.

420 Madison Ave., N. Y. 17. Plaza 3-5412. R. T. O'Connell, *pres. & ae;* Ethel M. Merklen, *exec. vp, creat. d & ae;* George Laftin Miller, *vp & ae;* Jack Chatham, *art d.*

Media Dept.: Anne Kelleher, *b.*

Odell & Associates

462 W. Park Ave., Mansfield, Ohio. Lafayette 2-0311. Enery A. Odell, *mgr. p & ae;* Mary W. Odell, *p.*

Odiorne Industrial Advertising

500 W. South College St., Yellow Springs, Ohio. Yellow Springs 7-7229; Rockwell 7-7229. R. L. Odiorne, *o & ae;* Paul Cooper, *prod. mgr.;* Read Viemeister, *art d;* Budd Steinhilber, *art d;* George W. Dewey, Roger W. Brucker, *ae's.*

John W. Odlin Co., Inc.

44 Portland St., Worcester 8, Mass. Pleasant 5-1023. John W. Odlin, *pres., treas. & prod. mgr.;* Anna C. Odlin, *vp;* Rita C. Devlin, *ass't treas.;* Natalie A. Rourke, *rsrch. d;* Howard M. Cutler, *ae.*

Media Dept.: Rita C. Devlin, *b.*

AGENCIES

Charles Z. Offin

30 E. 60th St., N. Y. 22. Plaza 3-6381. Charles Z. Offin, *pres.*

Media Dept.: Margaret Rieser, *b.*

John T. O'Flaherty, Inc.

9 Rockefeller Plaza, N. Y. 20. Circle 6-6550. John T. O'Flaherty, *pres. & treas.;* May Belle O'Flaherty, *vp & sec.*

Media Dept.: Edna Walter, *b & tb.*

Ogilvy, Benson & Mather, Inc.

589 Fifth Ave., N. Y. 17. Murray Hill 8-6100. E. Esty Stowell, *exec. vp;* David Oglivy, *pres.;* Shelby H. Page, *sr. vp & treas.;* James J. McCaffrey, *sr. vp & a. supvr.;* Judson H. Irish, *sr. vp & cpy. chf. Vp's:* William Bijur, Paul Caravatt, James Heekin, Dave Margaretten; Rollin Smith, *vp & tv-rad. d;* Stanley Canter, *rsrch. d. Ae's:* Martin Baker, Michael Ben-Dror, Douglass Bomeisler, Charles Fredericks, Joseph Freedman, Robert Higgons, Norman Peterzell, Arthur Hay, Martin Kane, Donald Patrick, John Jackson, David Robinson, Wm. Ziegler, Henry Witteman.

Media Dept.: Emerson Elliott; Walter Kashen, *mgr. print;* Ann Janowicz, *mgr. bdcst. Bs.:* Robert Karlan, Eleanor Crowley, Henry Cleeff, Jules Fine.

O'Grady-Andersen-Gray, Inc.

720 N. Michigan Ave., Chicago 11, Ill. Mohawk 4-6692. William J. O'Grady Jr., *pres., treas. & ae;* Robert P. Gray, *exec. vp, sec. & ae;* Edwin G. Foreman Jr., *vp;* George Burbach, *art d;* V. C. Jones, *prod. mgr.*

O'Leary Associates, Inc.

RR #5 E. State St., Rockford, Ill. 5-2623. L. A. Hoffman, *pres., treas. & ae;* J. R. Dougherty, *vp & art d.*

Jerome O'Leary Advertising Agency

9 Newbury St., Boston 16, Mass. Jerome M. O'Leary, *pres. & ae;* William Gorman, *vp;* Edward W. Germano, *art d;* William Petherick, *prod. mgr.;* Dorrit E. Anderson, *cpy. chf.;* Grace M. Moran, *personnel d;* Louise Doherty, *publ. d;* Stephen Greyser, *rsrch. d. Ae's:* Nicholas Perry, Jerome M. O'Leary, William I. Oranburg.

Media Dept.: Evelyn Bartlett, *tb.;* Grace M. Moran, *d.*

Olian & Bronner, Inc.

35 E. Wacker Drive, Chicago 1, Ill. State 2-3381. Irwin A. Olian, *pres. & ae;* M. H. Bronner, *exec. vp & ae;* Nelson Fuqua, *vp & cpy. d;* Robert Singer, *vp & ae;* Harold Adler, *art d;* George Ryan, *prod. mgr.;* Robert Berman, *tv-rad. d. Ae's:* Samuel Glueck, Edward Sonnenschein.

Media Dept.: A. C. (Kay) Kennelly, *d & tb;* Mary Sheridan, *ass't b.*

Oliver-Beckman, Inc.

215 W. 34th St., N. Y. 1. Bryant 9-1330. E. R. Oliver, *chmn.;* Robert R. Oliver, *pres., treas. & ae;* Marcy C. Beckman, *vp & ae;* E. Wesley Olvier Jr., *vp & sec.;* R. L. Hnchman, *prod. mgr.;* Edward Schultz, *cpy. chf.;* M. E. Thompson, *pub. rels., rsrch. d & ae.*

Media Dept.: M. A. Halbert, *d.*

Olmsted & Foley, Inc.

1750 Hennepin Ave., Minneapolis 3, Minn. Federal 9-0441. Ward H. Olmsted, *pres. & treas.;* John T. Foley, *exec. vp;* Ward W. Olmsted, John K. Mortland, *vp's;* George C. Hellickson, *sec.;* Everett T. Olson, *prod. mgr.;* Bradley C. Morison, *creat. d.*

Media Dept.: Warren T. Way, *d.*

Olney & Berrall

808 N. 3rd St., Milwaukee 3, Wis. Broadway 3-5102. Richard C. Olney, *p & ae;* Joel J. Berrall, *p & ae.*

Olympius Advertisng

311 E. Main St., Stockton 2, Calif. Howard 4-7736. S. K. Olympius, *pres.;* Ned K. Rosenthal, *vp;* Thomas E. Bruton, *treas.;* Jim Ogawa, *art d;* H. M. Sillcocks, *prod. mgr.;* Charmaine La Riviere, *libr. Ae's:* Lloyd E. Test, Don L. Hayes, Kenneth Johnson.

Media Dept.: Mrs. Nina C. Constantino, *d.*

Branch Office:
5420 Jillson St., Los Angeles 22, Calif. Ra 3-4879. Ned K. Rosenblatt, *mgr.*

O'Malley Advertising & Selling Co., Inc.

68 Devonshire St., Boston 8, Mass. Li 2-7138; 7139. C. J. O'Malley, *pres., treas;* C. D. O'Malley, *exec. vp;* Louis J. O'Malley, *vp & publ. d;* Jane Power, *sec.*

O'Neil, Larson & McMahon

230 N. Michigan Ave., Chicago 1, Ill. Andover 3-4470. Nelson J. McMahon, *p;* Edward H. Larson, *p;* Joseph F. Littleton, *prod. mgr.;* Frank C. Foster, *art d. Ae's:* E. D. Silha, Frank G. Stein.

Media Dept.: Fred Broitman, *b;* N. J. McMahon, *tb.*

O'Neill Co.

2651 University Ave., St. Paul 14, Minn. Midway 5-2680. Fred O'Neill, *pres.*

Phil A. O'Neill Advertising

43 N. Franklin St., Wilkes-Barre, Pa. Valley 2-7191; Valley 3-8874. Phil A. O'Neill, *pres.;* Thomas J. O'Neill, *vp;* Mary M. O'Neill, *sec. & treas.*

E. A. Oppenheim Co.

Michigan Bldg., Detroit 26, Mich. Woodward 1-6765. E. A. Oppenheim, *mng. d & ae;* H. Barnowske, *prod. mgr.;* G. Weipert, *tv-rad. d;* I. Lee, *off. mgr. Ae's:* J. Ridley, N. Robertson.

Media Dept.: G. Weipert, *tb.*

Ormsbee Associates, Inc.

37 Water St., West Haven, Conn. West 4-0200. H. F. Ormsbee, *o, cpy. chf. & ae;* Chris Lawless, *art d;* A. G. Ormsbee, *ae.*

Media Dept.: Chris Lawless, *d.*

Maurie H. Orodenker Advertising Agency

1015 Western Saving Fund Bldg., Philadelphia 10, Pa. Kingsley 6-3821. Maurie H. Orodenker, *o;* Dorothy Berger, *art d;* Louise DiRubba, *prod.;* Danny Davis, *pub. rels. d.*
Media Dept.: Maurie H. Orodenker, *b.*

John O'Rourke Advertising Inc.

Flood Bldg., San Francisco 2, Calif. Do 2-6570. John J. O'Rourke, *pres. & ae;* Wm. M. Ahern, *exec. vp & ae;* Jack R. Waln, *pub. rels. d & ae;* Genevieve E. Dorland, *off. mgr.;* Jeanne C. Krug, *prod. d;* Jack Davis, *art d;* John G. Gillingham, *ae & pub. rels.;* Robert F. Ohrenschall, Forrest J. Beard, *ae's.*

Media Dept.: Forrest J. Beard, *d.*

Wallace W. Orr, Inc.

1518 Walnut St., Philadelphia 2, Pa. Kingsley 6-4140. W. Wallace Orr, *pres.;* Bosh Pritchard, *vp & ass't to pres.;* Willard W. Hughes, *sec. & treas.;* Wellington Kashner, *art d;* Anne T. Beck, *cpy. chf.*

Media Dept.: Greta Dunsmore, *b & tb.*

Osgood & Hazen Advertising

595 Madison Ave., N. Y. 22. Murray Hill 8-7860. William H. Osgood, *o;* C. S. Seymour, *treas.;* Robert Cihi, *art d;* William Gillette, *ae.*

Bernard F. Ostreicher Advertising

463 Statler Office Bldg., Boston 16, Mass. Hancock 6-6124. Bernard F. Ostreicher, *o.* Robert E. Ostreicher, *prod.*

Charles Osheroff & Co.

545 26th St., Moline, Ill. 4130. Charles Osheroff, *prop.*

Chas. Oswald, Inc.

1783 E. 11th St., Cleveland 14, Ohio. Main 1-2059. Charles Oswald, *pres., treas. & ae;* Robert A. Oswald, *vp.;* Mary L. Oswald, *sec.*

Joe Ott, Inc.

422 N. Water St., Milwaukee 2, Wis. Daly 8-1000. Joseph J. Ott, *pres., treas.;* Joseph J. Ott Jr., Alan H. Ott, *vp's;* Irene H. Ott, *sec.;* George Helm, *art d;* Joe Ott, *cpy. chf.*

Media Dept.: Joseph J. Ott, *b.*

Otto & Abbs Advertising, Inc.

Guardian Bldg., Detroit 26, Mich. Woodward 1-6750. Rudrick R. Otto, *pres., treas. & ae;* Jerome K. Abbs, *vp, cpy. chf. & ae;* Donald J. Fox, *sec., prod. mgr. & ae.*

Robert Otto & Co., Inc.

25 W. 45th St., N. Y. 36. Judson 6-7979. Robert H. Otto, *chmn. bd. & pres.;* Richard W. Battan, *exec. vp;* A. L. Beyea, Stewart L. Fritche, West P. Woodbridge, *vp's;* Lolita B. Hand, *sec.-treas.*

Media Dept.: Patrick A. Petrino, *mgr.;* Joseph Finale, *b & tb.;* Gunnar Winsnes, *b & tb.*

Branch Offices:
25 de Mayo, 306 Buenos Aires, Argentina. 32-9667. Douglas MacLean, *mgr.*
60 Haymarket, London, B.W.I., England. Trafalgar 1122. Just Borthen, *mgr.*
Paseo de La Reforma 134, Mexico 6, D.F., Mexico 6. Ignacio Carral, *mgr.*

Media Dept.: Sergio Velasquez, *exec. in chg.*
222 Simcoe St., Toronto, Ont., Can. Empire 6-9226. Wilbert Perry, *vp.*

Ovesey and Straus, Inc.

350 Fifth Ave., N. Y. Oxford 5-4290. Mrs. Regina Ovesey, *pres.* David Strauss III, *vp & sec.;* Jeanette Cain, *rsrch. d;* Milton Stanson, *tv d.*

Media Dept.: Jay Ashton, *d;* Milton Stanson, *tb.*

Edward Owen & Co.

West Avon Road, Avon, Conn. Orchard 7-1651. Edward J. Owen, *pres.;* John C. Owen, *rsrch. d & ae;* Robert Cunningham, *art d. Ae's:* John C. Owen, Paul de Lahunta, W. J. Stanton.

Media Dept.: John C. Owen, *d.*

Merritt Owens Advertising Agency, Inc.

New Brotherhood Bldg., Kansas City 1, Kans. Dr 1-7250. Merritt Owens, *pres. & ae;* Tom Horan, *art d & prod. mgr.;* Frank Lisec, *ae.*

P

PDA Advertising Agency

1740 E. 12th St., Cleveland 14, Ohio. Anthony Vaiksnoras, *p & art d;* Newson Shewitz, *p & ae;* Noble Carlson, *p & ae.*

PS Advertising, Inc.

53 Prospect St., Stamford, Conn. Fireside 8-7351. John H. Bech, *pres., rsrch. & ae;* C. M. Schmitt, *vp, cpy. chf. & ae;* Laura F. Bech, *sec. & treas.;* George Cherepov, *art d;* Allen Buttrick, *optns. mgr.;* Arthur McMahon, *ae.*

Media Dept.: John H. Bech, *d;* Martha King, *b.*

Pace Advertising Agency, Inc.

19 W. 44th St., N. Y. 36. Murray Hill 7-4090. Schonberger, *pres. & ae;* Peter Frenkel, *exec. vp & ae;* David E. Winnick, *vp, mdse. d & ae;* Max Weintraub, *sec., treas.;* Dolph Franklin, *cpy. chf.;* Jack Weiner, *prod. mgr.;* Stuart Jusko, *traff. mgr.;* Elmer Pfeffer, *art d;* Jay Dresner, *rsch. d;* June Rutkofsky, *publ. d. Ae's.:* Lawrence Nelson, Aaron W. Davis, Jay Dresner, Betty Silon, Sid Kaller, Morton Zimmerman.

Media Dept.: Irving Krouse, *d & b.*

Pace, Root & South, Inc.

417 N. Vermilion, Danville, Ill. 1021. James V. Root, *pres.;* Frank A. South, *vp;* Robert C. Pace, *sec.-treas.*

Media Dept.: James V. Root, Frank A. South, *tbs.*

Pacific Advertising Staff

1444 Webster St., Oakland 12, Calif. Templebar 2-2885. Carl W. Sickler, *o. Ae's:* John Hermansky, Richard L. Amundsen, Donald D. McDaniel.

Pacific National Advertising Agency

2124 4th Ave., Seattle 1, Wash. Elliott 1401. William H. Horsley, *chmn. bd;* Trevor Evans, *pres.;* Frank Horsley, *vp & sec.;* Frederick Sprague, *vp;* Frank V. Twist, *rsrch. d;* C. W. Franklin, *treas.;* Emma States, *d Pacific kitchen (home economics dept.);* Grant Merrill, *tv & rad. d;* Monte Solkover, *prod. mgr.;* Peter Meilleur, *art d;* Lola Barden, *pub. rel. d.*

Media Dept.: Gertrude M. Nyman, *d.*

Branch Offices:

715 Cascade Bldg., Portland, Ore. Ca 2-1021. Milton A. Foland, *vp & mgr.*

Media Dept.: Shirley J. Taitt, *tb. all.* W. 1115 Broadway, Spokane, Wash. Fairfax 7-9585. Martin G. Boss, *vp & mgr.*

Media Dept.: Margaret Whitcomb, *tb. all.*

Packard Advertising Agency

214 S. 12th St., Philadelphia 2, Pa. Ki 5-6600. M. Murray Vernik, *pres.;* Al Golde, *prod. mgr. & art d.*

Media Dept.: Al Golde, b.

Padco Advertising Co.

7510 Delmar Blvd., St. Louis 5, Mo. Volunteer 3-2600. Paul D. Kranzberg, *o;* Robert E. Murray, *o.*

Media Dept.: Gordon Hoener, *tb.*

Page, Noel, Brown, Inc.

120 E. 56th St., N. Y. 22. Plaza 1-5430. Elliott Nonas, *pres.;* John Mazey, Evan Roberts, *ae's;* Gerald Gilbert, *d of optns.*

Media Dept.: Gerald Gilbert, John Mazey, Evan Roberts.

S. Hugh Paine Advertsing Service

Houghton, N. Y. Mrs. S. Hugh Paine, *acting hd.*

Pairo Advertising Agency

223 Peachtree St., Atlanta 3, Ga. Main 6935. V. A. Pairo, *o.*

Charles Palm & Co., Inc.

Jerome Ave., Bloomfield, Conn. Chapel 2-1250. Charles Palm, *pres.;* John P. Vann, *art d;* Robert Atwater, *ae.*

Palm & Patterson, Inc.

Fidelity Bldg., Cleveland 14, Ohio. Main 1-2568. A. C. Palm, *pres. & ae;* T. King Hedinger, *exec. vp & ae;* Robert S. Lee, *vp & ae;* Doris Heidler, *sec. & ass't treas.;* Ralph Barendt, *art d;* Margaret Quirk, *prod. mgr.;* James Salyards, *ass't prod. mgr. Ae's:* Charles F. Sidman, Bruce A. Palm, *Ass't ae's:* Vivian Goulder, Ann Fauver, June Mills, Irene Sharp, Celia Cykman, Barbara Alten.

Media Dept. Charles F. Sidman, *d.*

Pams Advertising Agency, Inc.

3006 Indiana St., Dallas 26, Tec. Prospect 2851. William Meeks, *pres., tv d;* Marjorie Meeks, *sec. & treas.;* Ferne Lloyd, *prod. mgr. & rsrch. d;* Marie Callahan, *cpy. chf. & rad. d. Ae's:* William Meeks, Marie Callahan, Jack Alexander.

Media Dept.: Jack Alexander, *d;* William Meeks, *tb & b.*

Paris & Peart, Inc.

370 Lexington Ave., N. Y. 17. Murray Hill 9-2424. A. G. Peart, *pres.;* J. A. H. Rehm, *exec. vp & treas.;* G. M. Cleland, *vp;* W. F. James, *vp;* Thayer Durell, *sec. & compt.;* Thelma Jeffreys, *personnel & systems mgr.;* D. C. Porteous, *tv-rad. d;* Dorothy Parker, *cpy. d;* F. Yelinek, *art d;* R. Reed, *administ. d art dept.;* R. Largo, *prod. & purchasing d;* H. L. Mooney, *mktg. & rsrch. d;* Jane M. O'Keefe, *home economics d. Ae's:* A. A. Bindrim, W. F. Byrne, W. J. DeStefan, L. E. Pierce, T. J. Flanagan, G. R. Gibson, D. C. Kreinik, R. V. Schilt, K. E. Lee, J. E. Pendergast, D. C. Porteous, M. A. Umans. *Assoc. art d's:* D. Daviadoff, S. Calapai, S. Dersh, J. Grubel, G. Krauss, E. Mullieu, P. Parker, V. Pastore, D. Torrone, R. Walsh. *Assoc. cpy. d's:* H. Blair, D. Cavano, E. Donlin, R. Grant, E. MacNaughton, M. Sacks, J. McNamara.

Media Dept.: W. M. Symmes, *d;* Virginia Burke, *ass't d;* Nancy Ann Holland, *b.*

Branch Offices:

Media Dept.: 295 Madison Ave., N.Y. 17. Murray Hill 9-0587.

Park Advertising Agency

101 Broad St., Elizabeth, N. J. Elizabeth 4-2373. M. L. Kestenbaum, *chmn. bd., pres.;* L. Lester, *sr. vp;* R. W. Glaubinger, *rsrch d.*

Media Dept.: R. W. Glaubinger, *exec. in chg.*

Park Advertising, Inc.

5407 Excelsior Blvd., St. Louis Park 16, Minn. Walnut 6-8586. John E. Gibson Jr., *pres.;* M. J. Besner, *vp;* Theodor H. Herman, *sec. & treas.;* Rose Erlander, John E. Gibson Jr., Joe Beck, *ae's.*

Media Dept.: John E. Gibson Jr., *tb;* L. M. Larson, L. S. Atwood, *b's.*

Park City Advertising Agency, Inc.

745 Hancock Ave., Bridgeport 5, Conn. Brewer H. Sholund, *pres., treas. & ae;* Thomas Doulgas Jr., *vp & ae;* Otis P. Lewis, *cpy. chf.;* Reuel J. Orton, *prod. mgr.;* William E. Whitney, *art d.*

Media Dept.: Reuel J. Orton, *d & b.*

Parker Advertising Co.

11 W. Monument Bldg., Dayton 2, Ohio. Hemlock 8609. Frank J. Parker, *pres., treas. & ae;* Ann F. FitzPatrick, *exec. vp, sec. & ae;* Richard Maples, *prod. mgr.;* Emmett Kinser, *art d. Ae's.:* William H. Anderson, Charles Arensman, O. A. Keyser, Richard Voss.

Media Dept.: Charles Arensman, *d.*

Parker Advertising, Inc.

9 E. 45th St., N. Y. 17. Murray Hill 2-5740. David L. Ratke, *pres., sec., treas. & ae;* Howard Robin, *cpy. chf.;* Barry Blau, *rad. d;* Elvira Winter, *rsrch. d;* Charlene Hirst, *tv d & ae;* Lila Vogel, *libr. Ae's:* Herman Liebenson, Monroe Kane, Toni Pearson.

Media Dept.: Toni Pearson, *tb;* Charlene Hirst, *tb.*

Parker Advertising, Inc.

112 N. Michigan, Saginaw, Mich. 5-4489. Jack D. Parker, *pres., publ. d & ae;* Elizabeth M. Parker (Beth Hamilton Parker), *vp, treas. & prod. mgr.;* W. Carl Bauer, *sec.;* Gloria Ralph, *cpy., tv-rad & ae;* William G. Harkey, *rsrch. d & ae;* Eleanor R. Morrison, *personnel d;* James Adair, *ceat. photo art d;* Leila S. Murray, *libr.;* Duane Swibold, *pkg,-product.*

Media Dept.: Jack D. Parker, *d & b;* Elizabeth M. Parker, *b;* Howard W. Finger, *tb.*

Parker & Associates

205 Comer Bldg., Birmingham 3, Ala. Fairfax 4-8567. Wayne Parker, *pres. & o;* Howard A. Sadler, *tv ae;* Clifford Giles, *ae.*

Media Dept.: Wayne Parker, *d, b & tb;* Howard A. Sadler, *supvr.*

Branch Office:

311 Moore Bldg., Montgomery, Ala. Amherst 4-0724. John C. Hughes, *ae.*

Parkson Advertising Agency, Inc.

400 Park Ave., N.Y. Plaza 1-6400. Ted Bergmann, *pres.;* Charles M. Boland, *tv-rad. d;* Don Blauhut, *assoc. tv-rad. d;* Sydney Reich, *art & prod. d;* Erno Slovak, *art mgr.;* Jay Stuart, *prod. mgr.;* Alfred Eichler, *cpy. d;* Sol Hyman, *creat. art d;* Philip Agisim, *d mktg. & plnng.;* William C. Keenan, *rsrch. d;* Lloyd Durant, *film prod. d;* Helen O. Lawin, *tv-rad. prod. mgr.;* Irving D. Ross, *comml. d;* Axel P. Gudmand, *d publ. & promtn.;* Pearl Sheridan, *personnel d.*

Media Dept.: Herbert Gruber, *d;* Gerald J. Levey, *ass't d.* Ruth Bayer, *tb.*

Louis P. Parlato Advertising

1 Beekman St., N. Y. 38. Cortland 7-0773. Louis P. Parlato, *prop.;* Eleanor Parlato, *sec.;* Joseph Parlato, *art d & prod. mgr.*

Media Dept.: Louis P. Parlato, *d & b.*

Parma Advertising

1311 N. W. 21st Ave., Portland 9, Ore. Ca 2-1376. Peter Alport, *pres. & ae;* M. R. Billings, *vp, treas. & ae;* Lucille Alport, *sec.;* Robert Olson, *art d;* Thomas Hardy, *prod. mgr.;* Robert Meyers, *cpy. chf. & ae.*

Parrish, Amos & Co., Inc.

500 Fifth Ave., N. Y. 36. Longacre 4-5600. Amos Parrish, *pres.;* Paul R. Eager, *exec. vp;* James H. Pickering, *vp;* Harry McManus, *sec.;* Frank Gorden, *treas.;* David T. Levine, *vp & agcy. d;* Jordan Ferrera, *prod. mgr. Ae's:* Ira Herrick, Herbert Greenwald, Ruth Hassinger.

Allan D. Parsons Advertising

75 E. Wacker Dr., Chicago 1, Ill. Dearborn 2-1444. Allan D. Parsons, *o;* Joseph Stoikowitz, *art d.*

Parsons, Friedmann & Central, Inc.

101 Tremont St., Boston 8, Mass. Hancock 6-8622. Raymond E. Parsons, *pres. & ae;* Robert F. Friedmann, *vp & ae;* Robert Aronson, *vp & ae;* John Barons, *art d;* C. Silverman, *prod. mgr.;* Robert Daly, *cpy. chf.;* L. Weidemann, *libr.*

Passante Co.

768 Connecticut Blvd., E. Hartford, Conn. R. J. Passante, *pres. & treas.;* C. St. George, *vp;* Edward Fischer, *art d;* Donald Barnes, *prod. mgr. Ae's:* R. J. Passante, Leon Cormier.

Patch & Curtis Advertising Agency, Inc.

3308 E. Broadway, Long Beach 3, Calif. Geneva 3-4919. Gene Curtis, *pres. & ae;* John Curtis, *vp & ae;* Fred Mayers, *sec.-treas.;* Douglas Schnabel, *cpy. chf.;* Don Moore, *art & prod. d;* Robert Coville, *ae & rsrch.;* Betty Ramer, *libr. & off. mgr.;* Mary Lou Klar, *traff.*

Media Dept.: Mary Lou Klar. (*ae's buy space and time.*).

Patten-Hollaway Advertising Agency

417 Bank of America Bldg., San Diego 1, Calif. Belmont 4-5106. William H. Patten, *pres. & ae;* Joseph P. Holloway, *ae;* Winkie Leifeste, *cpy. chf., prod. mgr. & ae;* Art Messick, *art d.*

Media Dept.: William H. Patten, *b;* Winkie Leifeste, *tb.*

Harry J. Patz Co., Inc.

16 W. Madison St., Baltimore, Md. Lexington 9-4477. Harry J. Patz, *pres.;* Theodore J. Patz, Herbert A. Robinson, *vp's;* J. Howard Marks, *art d.*

Paul & Baum

8330 W. 3rd St., Los Angeles 48, Calif. Olive 3-2110. *Ae's:* A. L. Paul, Macy Baum.

Harry Paul & Associates

80 Boylston St., Boston 16, Mass. Hubbard 2-7678. Harry Paul, *o & tv-rad. d;* Ralph Marston, *art d;* Barbara R. Haggett, *sec.;* John Vincent, *prod. mgr.;* Michael Shulman, *cpy. chf. & ae;* Ruth Carey, *publ. d & ae. Ae's:* Mack G. Paul, Norman N. Smith, Michael Shulman.

Media Dept.: Harry Paul, *d & b.*

Maurice Paulsen Advertising

213 Boyce Greeley Bldg., Sioux Falls, S. Dk. Maurice Paulsen, *pres.;* Dorothy Paulsen, *sec.;* Carolyn Paulsen, *cpy. chf.;* Bob Volden, *ae.*

Paulson-Gerlach & Associates, Inc.

606 W. Wisconsin Ave., Milwaukee 3, Wis. Broadway 1-6877. B. J. Paulson, *chmn. bd. & ae;* A. J. Gerlach, *pres., treas. & ae;* Earl H. Swanson, *exec. vp, gen. mgr. & ae;* E. J. Schickel, *vp & ae;* R. W. Hoover, *vp & ae;* F. E. Fisher, *vp & ae;* Mrs. Elizabeth Miller, *sec., ass't treas. & prod. mgr.;* Frank Repensek, *art d.*

Media Dept.: Mrs. Eleanor Weiss, *d.*

Paxson Advertising, Inc.

720 E. Main St., Benton Harbor, Mich. 8109. Howard H. Paxson, *pres., treas. & ae;* Robert K. Paxson, *vp, cpy. chf. & ae;* Ken L. Johnson, *vp & ae;* Chester R. Wold, Robert R. Korff, *ae's;* Joseph Dusek, *prod. mgr.;* John MacDermaid, *art d;* Rheta G. Reid, *busi. mgr.*

Media Dept.: Sara Damico, *b.*

Paynter Advertisng Agency

3151 Willow Rd., Northbrook, Ill. Crestwood 2-3330. Burton P. Harris, *pres.;* S. Kyomoto, *rsrch. d;* Robert L. May, *sec., treas., cpy. chf. & publ. d;* Geddes Collier, *prod. mgr.;* William Thompson, *art d;* John R. Standish, *tv & rad. d.*

Media Dept: Charles E. Mohmgartner, *d & b.*

Pearson Advertising Agency, Inc.

250 Park Ave., N.Y. 17. Yukon 6-7795. C. H. Pearson, *pres.;* Cecilia H. Pearson, *vp & sec.*

Media Dept.: C. H. Pearson.

Peck-Adams, Inc.

711 Main St., Hartford, Conn. Dexter B. Peck, *pres. & treas.;* Edward G. Adams, *vp & sec.;* Mrs. R. M. Whigham, *prod. mgr.*

Peck Advertising Agency

400 Madison Ave., N.Y. 17. Plaza 3-0900. Sidney Garfield, *chmn. bd.;* Harry Peck, *chmn. exec. comm. & treas.;* Harry Krawit, *pres.;* Sanford L. Hirschberg, *exec. vp. Vp's:* Sidney G. Alexander, Alden Kenyon, John Schuman, Norman Mack, Myron P. Moses, James M. Ellers; Lee Lessen, *ass't treas. Art d's:* William McCartin, Robert Otter, Hy Berger; Sidney Wilson, *cpy. supvr.;* Al Miller, *prod. mgr.;* Sylvan Taplinger, *tv-rad d. Ae's:* Peggy Allardice, Sidney Alexander, James Ellers, Lee Garfield, Myron Moses, Norman Mack, David Neuman, Michael Reise, Herman Stolley.

Media Dept.: Freida Weiss, *d;* Russ Alben, *tb.*

Peck Brothers Agency

97 Thornton St., Hamden 14, Conn. New Haven 2-2233. Raymond A. Peck, *prop.;* M. G. Barnes, *sec.;* I. Papiroff, *art d;* Raymond A. Peck Jr., *prod. mgr.*

Richard F. Peck Agency

410 Mercantile Library Bldg., Cincinnati 2, Ohio. Garfield 1-1520. Richard F. Peck, *pres., treas. & ae;* Lin Mason, *vp, cpy. chf. & ae;* Louis D. Mueller, *vp & ae;* Allee Sayers, *sec.;* Lloyd W. Durant, *creat. d;* Louis Mueller, *publ. d;* Viola Todorov, *libr.*

Robert J. Peets Advertising

209 Court Square S. Bldg., P. O. Box 1082, Jackson, Miss. 4-2763. Robert J. Peets, *pres.;* Mrs. Elaine Blankenship, *sec-treas.;* Dean C. DuBois, *pub. rels. d;* Roy Robinson, *art d.*

Penman-Neil Advertising Agency, Inc.

1411 4th Ave. Bldg., Seattle 1, Wash. Seneca 1345. Robert K. Allen, *pres. & ae;* Robert Delaney, *ae & prod. mgr.*

Media Dept.: Jean Morrison, *d.*

Penn & Hamaker, Inc.

653 Broadway. Bedford, Ohio. Bedford 2-2100. Edson E. Penn, *pres.;* Lawrence S. Hamaker, *exec. vp & sec.;* James H. Soisson, *vp & art d;* William J. Robellard, *treas.*

Media Dept.: Lawrence E. March, *d & b of all.*

Branch Office:
111 S. Main St., North Canton, Ohio. Hyacinth 9-5448. Stan L. Berkebile, *vp.*

Perrett Co.

816 W. 5th St., Los Angeles 17, Calif. Mutual 2388. Joe Perrett, *o;* Galen Perrett, *art d;* Bob Neumann, *prod. mgr.*

Media Dept.: Roseanne Olds.

Perrin-Paus Co.

8 S. Michigan Ave., Chicago 3, Ill. Randolph 6-7923. Earl R. Perrin, *pres. & ae;* Donald L. Paus, *vp;* Tye Robinson, Tom Williams, Marshall Nelson Jr., *ae's.*

Marius Perron Advertising Agency

Scenic Loop, Boerne, Tex. 190-W. Marius Perron, *o.*

Perry-Brown, Inc.

2831 Vernon Pl., Cincinnati 19, Ohio. Plaza 1-8200. Theodore Brown, *pres. & ae;* Sprague Mullikin, *vp & ae;* Sidney R. Best, *vp & ae;* Jack Glenn Williams, *sec.;* Eunice P. Hannaford, *treas. & ass't sec.;* Alan Brickwood,

serv. d; James A. Willmes, *prod. mgr.;* Art Follmer, *ass't prod. mgr. & cpy. chf.;* Edward J. Doran, *rad. d;* Jerome Graham, *publ. d;* Richad Gillespie, *ass't publ. d;* Howard Nadel, *pub. rels. d;* Robert B. Maehr, *personnel d. Ae's:* Edward Doran, Robert J. Wilkins.

Media Dept.: Mary J. Stefansson, *d;* Edward J. Doran, *tb.*

J. R. Pershall Co.

105 W. Adams St., Chicago 3, Ill. Fr 2-8440. J. R. Pershall, *pres. & ae;* Richard Lyon Brown, *vp & ae;* F. Michael Carrol, *vp & ae;* William E. Sproat, *vp & ae;* Arthur E. Taylor, *vp & ae;* Laura K. Oman, *sec. & treas.;* Donald H. Julian, *art d;* Jane Finegan, *prod. mgr. Ae's;* Gerry J. Schnur, Edward K. Patten.

Media Dept.: Harry C. Pick, *d.*

Lawrence Peskin, Inc.

40 E. 49th St., N. Y. 17. Plaza 5-1075. Lawrence Peskin, *pres.;* Frank Pugh, *art d & prod. mgr.;* Barry Sussman, *tv-ad. d;* Laura Ross, *publ. & pub. rels. d;* Lawrence Peskin, *ae.*

Media Dept.: Barry Sussman, *d, b & tb.*

Peterson Advertising Agency

205 Johannes Bldg., Clinton, Iowa. 969. B. Z. Graves, *o;* Mrs. Dora Pitts, *sec.*

Milton G. Peterson Advertising

400 N. Michigan Ave., Chicago 11, Ill. Delaware 7-8030. Milton G. Peterson.

Robert Peterson Advertising Agency

20 N. Wacker Drive, Chicago 6, Ill. Central 6-6749. Robert Peterson, *o;* Chester Gilliam, *art d;* Dorothy M. Okulczyk, *prod. mgr.;* Jack Reardon, *tv d.*

Petrik & Stephenson, Inc.

1405 Locust St., Philadelphia 2, Pa. Kingsley 6-0620. John G. Petrik, *pres.;* W. Carroll Stephenson, Charles F. Bofinger, *vp's;* Arthur Kaplan, *tv-rad. d;* Edwin A. Segal, *art d;* Frank Wickas, *art d;* Robert Byrd, *cpy. chf.;* Betty Ray Borth, *publ. d.*

Media Dept.: Simone Carr, *d.*

Pettinella Advertising Co.

29 Washington Square W., N. Y. 11. Gramercy 7-3785. Fernando Pettinella, *pres.;* Roberto Ferme, *art d;* Ferd A. Pettinella, *prod. mgr.;* Silvio Bottoli, *tv d.*

Pettinger-Harding, Inc.

State Life Bldg., Indianapolis 4, Ind. Melrose 2-9597. C. J. Pettinger, *pres, treas.;* M. M. Pettinger, *sec.;* W. T. McVeigh, *prod. mgr.*

Media Dept.: C. J. Pettinger, *b.*

Alfred M. Pettler Advertising Agency

6 Bryant Way, Orinda, Calif. Clifford 4-4393. Alfred M. Pettler, *o;* Martin D. Rockey, *ae;* Barry Duke, *art d;* Margaret L. Baldwin, *sec.;* Lillian Fisher, *cpy. chf.*

Pfaus-Finkle Inc.

146 W. Hanover St., Trenton 8, N. J. Lyric 9-2555. Albert Finkle, *pres. & ae;* Maurice Finkle, *vp, cpy. chf. & ae;* Betsy Finkle, *sec.-treas.;* Henry Mager, *art d;* W. N. Erwin, Ralph Schlegel, *art ass'ts.;* Clyde E. Lieb, *publ. d;* Philip S. Kass, *prod. mgr.;* Florence Klatzkin, *libr. Ae's:* Horace Greeley McNab, Irving Abrams, Franklin Tyger.

Branch Office:
747 The Mall, Levittown, Pa. Windsor 5-5951.

Pharr Bros. Advertising

Box 749, Clarksdale, Miss. 300. William R. Pharr Jr., *p, art d & rad. d;* Leonard L. Pharr, *p, prod. mgr., cpy. chf.*

Media Dept.: William R. Pharr Jr., *tb;* Leonard L. Pharr, *d & b.*

Harry C. Phibbs Advertising Co.

30 Washington St., Chicago 2, Ill. De 2-3701. Harry C. Phibbs, *pres. & ae;* A. P. O'Callaghan, *exec. vp.;* J. F. Fleming, *med. d, vp & ae;* B. A. Phibbs, *vp & treas.;* N. M. Riedy, *ae, corp. sec. & cpy. chf.;* D. N. Hagues, *vp & ae;* W. Cove, *art d & ae;* R. Cunningham, *ae;* J. Cummings, *ass't ae;* E. Everist, *traff. d;* M. Garrity, *libr.;* W. Frankel, *prod. mgr.*

Media Dept.: F. Schultz, *d.*

John J. Phillips Advertising Co.

221 Broad St., Bloomfield, N. J. Pi 3-8640. John P. Turner, *pres.;* L. Lenzing, *vp;* John J. Turner, *sec. & treas.;* Charles R. Zulla, *prod. mgr.;* Michael Yuhas, *art d;* A. L. Hogelund, *publ. d. Ae's.:* A. T. Baker, *industr. sls.;* C. Young Jr.

Branch Office:
Bixler Bldg., Easton, Pa. Easton 2-8336. G. H. Hughes, *exec. vp.*

A. D. Phillips Advertising, Inc.

737 N. Michigan Ave., Chicago 11, Ill. Superior 7-6625.

A. P. Phillips Co.

Legion Place at Lake Ivanhoe, Orlando, Florida. 2-7101. A. P. Phillips Jr., *pres. & pub. rels. d;* E. T. Stevens, *sec;* E. H. Phillips, *treas.;* Ken Snelling, *art d.*

Media Dept.: E. T. Stevens, *b.*

Phillips-Ramsey Co.

304 Ivy St., San Diego, Calif. Belmont 4-6401. W. L. Phillips, *chmn. bd.;* C. C. Ramsey, *pres.;* James Holloway, *vp;* Herbert Fredman, *sec.-treas.;* Orva W. Huff, *ass't sec. & treas., tv & rad. d.*

Media Dept.: Nina Dallair, *d.*

Phillips-Reick-Fardon Advertising

101 W. 11th St., Kansas City 6, Mo. Ha 7650. John C. Reick, *p & ae;* Edgar H. Fardon, *p & ae;* Ernest Joslin, *prod. mgr.;* Ray Miller, *cpy. chf.;* Ralph S. Page, *ae.*

Phillipps-Thackeray Advertising

4033 W. Central Ave., Toledo 2, Ohio. Cherry 1-8772. Frank M. Phillipps, *p & ae;* William D. Thackeray, *p & ae;* Luella Frohnapfel, *off. mgr.;* Robert Klotz, *art d;* R. A. Palicki, *prod. mgr.*

Picard-Marvin, Inc.

48 E. 43rd St., N.Y. 17. Murray Hill 2-3883. Richard A. Picard, *pres. & ae;* William S. Marvin, *vp, treas. & ae;* Sydney Leff, *vp & art d;* Florence D. Lennon, *sec.;* James Cappell, *prod. mgr. Ae's:* Joel Lifflander, James E. Wilson, Chauncey Ives, Leslie Spencer, Richard Hager.

Media Dept.: Florence D. Lennon, *b.*

Vance Pidgeon & Associates, Inc.

1050 Builders Exchange, Minneapolis 2, Minn. Fe 5-6801. Vance Pidgeon, *pres. & treas.;* Allen Royse, *vp;* Donald Allen, *sec. & art d;* Barbara Allen, *prod. mgr.;* Fred Booth, *cpy. chf.;* Lail Richardson, *personnel d. Ae's:* Kenneth Pottle, William Whitbeck, Ray Foley.

Media Dept.: Virginia Martzell, *d.*

Piedmont Advertising Agency, Inc.

Washington Bldg., Salisbury, N. C. R. R. Richardson, *sec.*

Doris A. Pilat Advertising

157 W. 57th St., N. Y. 19. Ci 5-7442. Doris (Doré) Pilat, *o.*

Branch Office: 25 Lefferts Ave., Brooklyn 25, N. Y. Ingersoll 2-1959.

Pilgrim Advertising, Inc.

222 W. Adams St., Chicago 6, Ill. Franklin 2-4332. Armen Adajian, *pres. & ae;* Rohland A. Isker, *exec. vp & ae. Ae's:* Katherine Bird, A. M. Roesler, G. E. Hermanson, A. K. Pounian.

Pitluk Advertising Co.

123 Auditorium Circle, San Antonio 5, Tex. Capitol 3-6131. Jack N. Pitluk, *p & ae;* Jack N. Pitluk Jr., *p & ae;* Louis H. Pitluk, *p & ae;* Harry Goodman, *treas.;* Harvey Christiansen, *cpy. chf.;* Margaret Morrison, *rad. d;* Don Zimmers, *tv d;* Frank Wicker, *creat. d. Ae's:* Sam Riklin, Charles Carolus, Bert Zausmer, Jim Battersby.

Platt & O'Donnell Advertising, Inc.

7 E. 44th St., N. Y. 17. Murray Hill 7-3240. Thomas O'Donnell, *pres.;* Dorothy Mihic, *vp;* C. Ward, *sec. & treas.;* Kenneth Groesbeck, *gen. mgr.;* Irvin N. Gould, *New England representative.*

Branch Office:
31 Providence St., Boston, Mass. Kenmore 6-3103. Irwin N. Gould, *mgr.*

Plaza Advertising Agency

9 Rockefeller Plaza, N. Y. 20. Circle 6-6550. John T. O'Flaherty, *o;* May Belle O'Flaherty, *sec.;* Norman P. Kent, *ae.*

Pleskach & Smith Advertising Agency

812 Omaha Bldg. & Loan Assn. Bldg., Omaha, Neb. At 5333. H. W. Smith, *chmn. bd.;* J. F. Pleskach, *pres.*

Plessner & Johnson, Inc.

539 N. Grand Blvd., St. Louis 3, Mo. Olive 2-5463 Marion L. Plessner, *pres., cpy. chf., publ. d & ae;* Robert E. Johnson, *sec., treas., ae & personnel d;* Collins Le Master, *prod. mgr.*

Media Dept.: Virginia McCartney, *d, tb.;* Robert E. Johnson, *b.*

Martin Pollack Advertising

1225 Broadway, N. Y. 1. Murray Hill 9-0320;1;2. M. Pollack, *o;* N. Allen, *prod. mgr.*

Media Dept.: M. Pollack, *b.*

AGENCIES

David Pollock Agency

Northern Life Tower, Seattle 1, Wash. Seneca 8134. David Pollock, *o. Ae's:* Miller Munson, Leo E. Lowe Jr., Douglas Loth.

Pollyea Advertising

822½ Ohio St., Terre Haute, Ind. Crawford 6707. W. Polje, *pres.*

Poorman, Butler & Associates, Inc.

112 E. Gilbert St., Muncie, Ind. At 4-6375. Robert J. Poorman, *pres., treas. & ae;* Stanley Jack, *gen. mgr. & ae;* John C. Butler, *exec. vp & art d;* B. Shirk, *prod. mgr.;* Margaret B. Moore, *ass't prod. dept.;* Sara J. Boswell, *tv & rad. d;* Patricia Naylor, *libr.;* Robert M. Klein, *ae.*

Media Dept.: Robert M. Klein, *d.*

Harry F. Port Advertising

24 W. Ohio St., Chicago 10, Ill. Superior 7-0440. Harry F. Port Jr., *pres. & ae;* Harry F. Port, *vp;* Judie Golden, *art d & prod. mgr.*

Posner-Zabin Advertising

95 Madison Ave., N. Y. 16. Murray Hill 9-2676. Jack Posner, *p, publ. d, cpy. chf. & ae;* James B. Zabin, *p & ae;* J. Zabin, *tv & rad. d.*

Post, Johnson & Livingston, Inc.

297 Farmington Ave., Hartford 5, Conn. 2-1717. Jack Livingston, *pres., treas. & ae;* Pauline Livingston, *sec.;* Selma Balke, *prod. mgr.;* Julian G. Chambers, *art d;* Gordon Pearl, *tv & rad. d, ae;* Carl Flower, *ae.*

Media Dept.: Carl Flower, *tb;* Gordon Pearl, *b.*

Potts-Turnbull Co.

(See Rogers & Smith, Potts-Turnbull).

Potts-Woodbury, Inc.

2233 Grand Ave., Kansas City, Mo. Grand 1-5775. R. J. Potts, *chmn. bd.;* J. B. Woodbury, *pres. Vp's.:* Al Coleman, C. L. Robinson, C. C. Tucker, E. A. Warner, C. E. Jones, George MaGill, Robert Sanford, Chris Stritzinger; John Barton, *vp & cpy. d;* C. C. McMillan, *sec. & treas.;* William J. Brewer, *tv d;* Gene Dennis, Al Christy, *radio d's;* Willard Young, *rsrch. d;* Robert Wartman, *otdr. d.*

Branch Office:
Mile High Center, Denver, Colo. Acoma 2-6745. J. M. Gaughan, *ae.*

Powell Advertising, Inc.

2216 Penobscot Bldg., Detroit 26, Mich. Woodward 3-6580. Robert H. Powell, *chmn. bd., pres.;* Joe H. Langhammer, *vp, d mktg. & creat. serv.;* Peter La Duke, *sec-treas.;* Gladys Pfeiffer, *ass't sec.-treas.* Douglas Wiest, *art d.*

Media Dept.: *Tb's.:* Robert H. Powell, Joe H. Langhammer, Rose Cataodo; Douglas Wiest, *b.*

Powell, Schoenbrod and Hall Advertising, Inc.

430 N. Michigan Ave., Chicago 11, Ill. Mohawk 4-0620. Robert D. Schoenbrod, *pres.;* John V. Powell, *vp, treas. & publ. d;* Herbert Summers Hall, *vp., sec., tv-rad. d;* Len Birnbaum, *art d;* D. J. Flavin, *prod. mgr.;* Judith Sawyer, *ass't tv-rad. d;* E. Heyman, *rsrch. d;* R. B. Neuman, *libr.*

Media Dept.: Robert D. Schoenbrod, *d.*

Power & Condon

217 Spring St., Chattanooga 3, Tenn. Amherst 7-7338. George W. Power, *prop.*

Edward M. Power Co., Inc.

601 Bessemer Bldg., Pittsburgh 22, Pa. Atlantic 1-0827. Edward M. Power Jr., *chmn. bd.;* George E. Eisenhauer, *pres.;* Edward M. Power, III, *vp;* J. P. Kress, *sec.*

John O. Powers Co.

110 Williams St., N.Y. 38. Worth 4-7361. Herman J. Schwacke, *pres.;* Robert W. Powers, *sec., treas. & prod. mgr.;* John D. Quackenbush Jr., *art d.*

Media Dept.: Robert W. Powers, *b.*

Pownall Advertising, Inc.

639 Standard Bldg., Decatur, Ill. 8-2197. William L. Pownall, *pres., treas. & ae;* Francis J. Pownall, *vp;* D. S. McGaughey, *sec.;* Mary Alice Irwin, *prod. mgr.;* Robert M. Bloomquist, *cpy. chf.;* L. Condon, *ae.*

Praigg Advertising

164 S. Main St., High Point, N. C. 3760. Noble T. Praigg, *o;* Mrs. R. S. Bradner, *sec.*

Prater Advertising Agency, Inc.

705 Chestnut St., St. Louis 1, Mo. Garfield 1-6490. George L. Prater, *pres., treas. & ae;* M. T. Prater, *vp;* Mary E. Johnson, *sec.;* Walter L. Miller, *art d;* Barbara Block, *tv-rad. d;* James W. Duke, *ae.*

Preiss & Brown

37 W. 39th St., N. Y. 18. Lo 4-5780. Alvin Preiss, *p & ae;* Robert Brown, *p & art d;* Irwin E. Lowen, *creat. d;* Stanley Harrison, *prod. mgr. Ae's:* Irwin E. Lowen, Emanuel Greenberg.

F. W. Prelle Co.

95 Elm St., Hartford 14, Conn. Jackson 7-3233. F. Wallace Prelle, *pres., treas. & ae;* J. W. Spalding, *vp & ae;* Walter B. Semon, *sec., ass't treas. & personnel d;* William D. Niles, *art d;* Richard Forbes, *prod. mgr.*

Media Dept.: Carol Ostriche, *d & b.*

Presba Fellers & Presba, Inc.

360 N. Michigan Ave., Chicago 1, Ill. Central 6-7683. W. B. Presbam, *pres. & treas.;* Marquis M. Smith, *vp & cpy. chf.;* Frank R. Steel, *vp;* V. N. Rinnman, *sec. & ass't treas.;* Edward James O'Malley, *creat d;* J. Sperry, *prod. mgr. & art d.*

Media Dept.: J. R. Bremner Jr., *d.*

Prescott & Pilz, Inc.

1765 Sherman St., Arneill Bldg., Denver, Colo. Alpine 5-2869. Billy D. Prescott, *pres.;* Eugene F. Pilz, *vp;* William C. Whitworth, *sec.*

E. J. Presser & Co.

1321 E. 7th St., Charlotte 1, N. C. 4-7754. E. J. Presser, *o;* Edith Jones, *prod. mgr. & art d.*

Media Dept.: Dot Presser, *d.*

Preston Advertising

225 5th Ave., N. Y. 10. Murray Hill 3-9193. *Ae's:* William S. Preston, Mitchell H. Davidson.

P. W. Price Advertising

712-713 Commerce Bldg., Erie, Pa. 2-4179. P. W. Price, *prop.;* Richard Bitting, *art d;* Lee Tillman, *prod. mgr.*

Media Dept.: P. W. Price, *b.*

Price, Tanner & Willox, Inc.

1105 S. Jefferson, Saginaw, Mich. 4-6571. R. F. Price, *pres., treas., gen. mgr. & ae;* P. W. Willox, *vp & ae;* Martin W. Tanner, *vp, sec., art & cpy. d;* Dale B. Plumlee, *prod. mgr.;* James Bullis, *ae.*

Prince & Co., Inc.

5435 W. Fort St., Detroit 9, Mich. Vinewood 2-4200. Fred A. Prince, *pres. & ae;* William D. Hart, *sec. & prod. mgr.;* Edward C. Denaple, *vp & ae;* Earle K. Jack, *treas.;* Fred E. Mannerow, *art d;* Carson Blair, *cpy. chf. & ae. Ae's.:* J. P. Wright, H. F. Verbiest.

Media Dept.: Edward C. Denaple, *d & b.*

Branch Office:
250 Park Ave., N. Y. 17. Murray Hill 8-2080.

Pritchard, Daniels & Dreher

23 Rittenhouse Pl., Ardmore, Pa. Midway 9-1777; 9-1667. W. Benjamin Pritchard, *p & ae;* Joseph W. Daniels, *p, cpy. d & ae;* E. W. Dreher, *p, art d & ae.*

Media Dept.: W. Benjamin Pritchard, *d.*

Proctor & Sparling Advertising, Inc.

37 Moulton St., Montgomery, Ala. Am 4-0636. Richard C. Proctor, *pres.;* Judd Soarling, *vp.*

J. G. Proctor Co., Inc.

250 Park Ave., N. Y. 17. Yukon 6-7725. J. G. Proctor, *pres.;* Ray Hanna, *vp & ae;* M. S. Proctor, *sec.;* M. Scholle, *art d & prod. mgr.*

Product Services, Inc.

17 E. 45th St., N. Y. Murray Hill 7-0204. Les L. Persky, *pres.;* Lester J. Blumenthal, *exec. vp;* Harold L. Tuers, *vp & a supvr.;* N. R. Lorman, *vp & mdsg. d;* Robert S. Lewis, *treas.;* Allan G. Davis, *art d;* Ralph Porter, *vp & tv prod. d;* Ruth Davis, *rsrch. & pub. rels. d;* Diane Young, *cpy. d;* Jack Schwartz, *tv cpy. mgr.;* Morton Zimbler, *traff. & prod. mgr.;* Leo LaMont, *chf. estimatr.;* Harlan L. Davis, *comm. film. mgr.*

Media Dept.: Lester J. Blumenthal, *exec. in chg. & b;* Doris Gould, Ben P. Pettick, Rosanne Gordon, *tb's.*

Proebsting, Taylor, Inc.

100 E. Ohio St., Chicago 11, Ill. Whitehall 4-1051. James L. Proebsting, *pres.;* K. C. August, *vp, sec. & treas.;* Melvin Miller, *art d;* Dorothy Lazarus, *prod. mgr.;* John Harpham, *creat. d. Ae's:* Carl J. Dueser, Joseph E. Foley.

Media Dept.: Lucy Tye, *b & tb.*

Profile Advertising (Falko M. Schilling Associates)

73 B St., Manchester, N. H. Flako M. Schilling, *pres.*

Darrell Prutzman Associates

85 Westminster St., Providence 3, R. I. Temple 1-7484. C. Darrell Prutzman, *pres. & ae;* Theodore F. Goodchild, *vp & ae;* Donald Paulhus, *art d;* William Gardner, *art & prod. mgr.;* Robert A. Burns, *cpy. chf. Ae's:* W. N. Simonds, R. S. Winship.

Charles O. Puffer Co.

430 N. Michigan Dr., Chicago 11, Ill. Whitehall 4-1003. Charles O. Puffer, *pres. & ae;* Glorya Bakken, *prod. mgr.;* Henry Garcia, *art d;* Jack Hess, *publ. d & ae;* James Driscoll, *ae;* Howard Paul, *tv & rad. d.*

Purse Co.

435 Chestnut St., Chattanooga 2, Tenn. Amherst 7-1264. R. P. Purse Jr., *chmn.;* Ashley A. Purse, *pres., treas. & ae;* L. Morley Alexander, *vp & ae;* Julian D. Halliburton, *vp & cpy. chf.;* Z. W. Wheland, *vp;* James M. Wright, *vp & art d;* Philip E. Worth, *vp, tv-rad. d & ae;* Leon C. Gerrard, *sec.;* Sue Rudder, *traff. mgr.;* Harold D. Warren, *prod. mgr. & gen. mgr.;* James T. RaNew, L. Morley Alexander, *ae's.*

Media Dept.: James T. RaNew, *d & b;* Philip E. Worth, *tb.*

Branch Offices:

327 S. LaSalle St., Chicago, Ill. Harrison 7-8592. Albert J. Journeay, *vp.*

22-26 Park St., Montclair, N. J. Pilgrim 6-5131. William S. Hefferan, *vp.*

Pursell Co.

47 W. Huron, Buffalo 2, N. Y. Mo 6488. Paul R. Haist, *art d;* Edward R. Lord, *prod. mgr.;* V. C. Pursell, *cint.;* M. A. Gibas, *libr. Ae's:* K. C. Utley, H. F. Pursell.

Richard E. Putt Advertising

66½ E. Michigan Ave., Battle Creek, Mich. Wo 5-9090. Richard E. Putt, *o;* Digby Myhre, *art d;* Pat Sherwood, *cpy. chf.*

Henry Quednau, Inc.

404 Thirteenth St., Tampa 2, Fla. 2-0191. Henry Quednau, *pres. & ae;* W. E. Richardson, *vp & ae;* H. E. Madsen, *vp & ae;* Clyde L. Sussex, *vp & ae;* Iwanna H. Quednau, *sec.;* George Wichterman, *treas.;* William L. Cooper, *art d;* Glen Clayton, *ass't prod. mgr.;* Clyde Mohler, *cpy. chf.;* Robert E. Edrington, *tv-rad. d.*

Media Dept.: James O'Neal, *sec.*

Quinn-Lowe, Inc., International Advertsing Agency

130 E. 38th St., N. Y. 16. Lexington 2-4744; 4745; 4746. Thomas M. Quinn, *pres.;* Rose R. Lowe, *vp & sec.;* Sidney J. Peers, *creat. d.* Norman Fielding, *cpy. d;* Fred J. Rafael, *d mktg. & mchdsg. Ae's:* Thomas M. Quinn, Rose R. Lowe, Sidney J. Peers, Norman Fielding, Fred J. Rafael.

Media Dept.: Rosalie L. Rose, *d.*

RAF Advertising, Inc.

1180 Raymond Blvd., Newark 2, N. J. Market 3-9156. Richard A. Fiebelkorn, *pres., art d & ae;* Edward K. Fiebelkorn, *vp & ae;* K. Fiebelkorn, *sec. & treas.;* D. W. Lauder, *prod. mgr.;* Carl G. Lassen, *cpy. chf. & pub. d;* Norman Trought, *tv d;* F. E. Redfield, *ae.*

Racener Advertising Agency

35 S. E. Seventh St., Evansville 8, Ind. Harrison 2-1379. Melba Jean Racener, *o, art d, tv d & ae;* Dale L. Suit, *prod. mgr, cpy. chf., rsrch. d & ae;* David E. Wingerter, *artist & libr.*

Media Dept.: Melba Jean Racener, *b & tb.*

Lee Ramsdell & Co., Inc.

Architects Bldg., 17th & Sansom Sts., Philadelphia, Pa. Rittenhouse 6-4351. Lee Ramsdell, *pres. & chmn. bd.;* Laura Perry, W. W. Sheehy, Stanley F. Olley, Gerald F. Selinger, *vp's & ae's.:* Margaret G. Seifert, *sec. & prod. mgr.;* F. J. Ramsdell, *treas.;* B. B. Beals, *d industrl. div.*

L. W. Ramsey Co.

111 E. 3rd St., Davenport, Iowa. 6-0157. A. C. Naeckel, *pres. & ae;* W. J. Henderson, *vp, treas. & ae;* G. E. Bischoff, *vp, sec. & ae;* A. M. Walgren, *vp & serv. d;* P. N. Norton, *vp & art d;* W. A. Giraldi, *vp & ae;* J. G. Watt, *prod. mgr.;* P. F. Downing, *rsrch. d & ae;* John Phoenix, *cpy. chf.*

Media Dept.: Gordon S. Fowler, *d.*

Branch Office:

230 N. Michigan Ave., Chicago, Ill. Franklin 2-8155. R. M. Lloyd, *vp, mgr. & ae;* L. H. Copeland, *vp & ae;* N. B. Langworthy, *vp & ae;* Vito M. Volino, *prod. mgr.*

Media Dept.: Margaret Day, *d.*

Ramsthal Advertising Agency

Ramsthal Bldg., Lock Box 307. West Bend, Wis. Federal 4-4925. Alfred F. Ramsthal, *pres. & ae;* Robert Kincade, *cpy. chf. & ae;* C. F. Schroeder, *vp & ae;* Elsie R. Ramsthal, *treas.;* Jerry Rowe, *art d;* Charles Schmitz, *prod. mgr.*

Media Dept.: Alfred F. Ramsthal, *b.*

Randall Co.

75 Pearl St., Hartford 3, Conn. Jackson 7-1179. Wilbur W. Randall, *pres.;* Robert L. Berger, *art d;* Florence F. Grady, *tv & rad. d.*

Fred M. Randall Co.

1032 Book Tower, Detroit 26, Mich. Woodward 1-4662. H. Ross Mack, *pres. & ae;* Hal G. Trump, *vp & ae;* Leo E. Crooks, *vp & ae;* George B. Dow, *sec.;* Charles H. Keller, *vp & ae;* Hugh R. Mack Jr., *treas.;* George L. Husted, *prod. mgr.;* Dale L. Brubaker, *ae.*

Media Dept.: C. E. Foerster, *d.*

Larcom Randall Advertising Agency

51 Melcher St., Boston 10, Mass. Hubbard 2-0565. Larcom Randall, *pres.;* Donn S. Randall, *vp;* Norman B. Palmstrom, *art d;* Corso Donati, *cpy. wrtr.;* Donn S. Randall, Larcom Randall, Robert Berglund, *ae's.*

Randall-Perry Advertising Agency

702 Texas Bank Bldg., Dallas 2, Tex. Riverside 3729. James W. E. Randall, *p, cpy. chf., tv-rad. d & ae;* Robert M. Perry, *p;* Ruth F. Harvey, *art d & prod. mgr.;* J. W. Randall Jr., *cpy. chf. ae.*

Media Dept.: J. W. Randall Jr., *d.*

Rand-Ries Advertising, Inc.

Times Star Tower, Cincinnati 2, Ohio. Parkway 1-6660. David Rand, *pres. & treas.;* Mary Rand, *vp;* Martha Ries, *sec.*

Eric N. Rasmussen Advertising

612 N. Michigan Ave., Chicago 11, Ill. Michigan 2-6422. Eric N. Rasmussen, *o & ae.*

Ratcliffe Advertising Agency

Mercantile Bank Bldg., Dallas 1, Tex. Riverside 2-8035. Morelle K. Ratcliffe, *o & ae;* Morelle K. Ratcliffe Jr., *ae;* Justine Rodgers, *cpy. chf.;* Zebe D. Henderson, *prod. mgr.*

Media Dept.: James McDermott, *b;* Wilda H. Wilson, *tb.*

Rathermel Advertising Agency

9 S. 10th St., Ft. Dodge, Iowa. 4-1401. Eugene M. Rathermel, *o.*

Leonard Rattner Advertising Co.

15 W. 27th St., N. Y. 1. Murray Hill 6-0096. Leonard C. Rattner, *o;* L. Froehlich, *art d;* R. Hurwitz, *cpy. chf.;* S. Erdman, *rsrch.*

Media Dept.: D. Rattner, *d.*

Charles A. Rawson & Associates

223 Peachtree St., Atlanta 3, Ga. Wa 3594. Charles A. Rawson Sr., *pres.;* Charles A. Rawson Jr., *vp & ae;* Helen Bullard, *exec. vp & ae;* W. C. Rawson, *vp & ae;* Mrs. Maudell Hinton, *treas.;* J. Thomas Walton, *art d.*

Raymond Advertising Agency

221 Washington St., Newark 2, N. J. Market 2-6811. Milton C. Tauder, *pres. & ae;* J. J. Solomon, *vp & art d;* S. E. Tauder, *sec. & treas.;* Tobia Meyers, *prod. mgr.;* Paul Jannuzzo, *cpy. chf. & ae;* Lois Rafalko, *publ. d;* Esther Fenichel, *personnl. d. Ae's:* Leonard S. Morvay Jr., Marvin Klein.

Larry Raymond Co.

959 Crenshaw Blvd., Los Angeles 19, Calif. Webster 6-8125. Larry Raymond, *o, cpy. chf. & ae;* Paul Mead, *art d & prod. mgr.;* Martha Jeffres, *off. mgr.;* John E. Parker, *ae.*

Media Dept.: Martha Jeffres, *d.*

Rea, Fuller & Co., Inc.

114 E. 32nd St., N. Y. 16. Murray Hill 5-4050. Charles A. Fuller Jr., *pres.;* William G. Jorgenson, *vp, treas. & ae;* John J. McNevin, *sec. & ae;* Joseph Simoes, *art d;* Robert Gardiner, *prod. mgr.;* Joline Day Butler, *libr.*

Reach, McClinton & Co., Inc.

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Media Dept.: MacDonald Dunbar, *d;* Timothy J. O'Leary, *hd. tb;* Patrick J. Shannon, *b.*

Branch Offices:

69 Washington St., Newark 2, N. J. Market 3-5100.

Media Dept.: Marc Seixas, *d.*

Prudential Bldg., Prudential Plaza, Chicago 1, Ill. Delaware 7-5664. Philip M. White, *vp & mgr.*

Media Dept.: Leroy M. Kosinski, *mgr.*

AGENCIES

750 Baker Bldg., Minneapolis 2, Minn. Federal 9-8041. George O. Ludcke Jr., *vp & mgr.*
Media Dept.: Donald Opdahl, *mgr.* 6434 Wilshire Blvd., Los Angeles 48, Calif. Webster 3-9167. Harry Witt, *vp & mgr.*
Media Dept.: John A. Potter, *mgr.*

Read Bros.

203 N. Wabash Ave., Chicago 1, Ill. Randolph 6-1753; 1754; 1746. Leslie O. Read, *p, publ. d;* Philo B. Read, *p, cpy. chf., tv d;* Hal Kemp, *art d.*
Media Dept.: Philo B. Read, *tb.*

Read, Petty & Poland Advertising Agency

1111 W. Lancaster St., Ft. Worth, Tex. Edison 2-7604. Julian O. Read, *chmn., pres. & ae;* Dan G. Poland, *vp, sec. & ae;* Patricia Austin, *art d.*

Readinger Corp.

7616 City Line Ave., Philadelphia 31, Pa. Gr 7-1285. Russell H. Readinger, *pres. & ae;* Harry L. Brisk, *vp & treas.;* Harry M. Ellsworth, *vp & ae;* Robert F. Lehman, *sec.*
Media Dept.: Harry M. Ellsworth, *d, b & tb.*

Realservice Advertising Agency

110 W. 34th St., N. Y. 1. Pennsylvania 6-4412. D. Hanft, J. Hanft, J. Elkins.

Reast & Connolly

10 Sloan St., S. Orange, N. J. South Orange 3-1616. Fred N. Reast, *chmn. emeritus;* R. H. Connolly, *pres.;* S. V. Connolly, *sec.;* M. W. Bennett, *treas.;* R. B. Haldy, *off. mgr.;* E. George Chandler Jr., *ae.*

Record Advertising Agency, Inc.

109 W. Walnut, Fairbury, Ill. 696. A. Keith Anderson, *pres. & treas.;* Erwin C. Wascher, *sec.;* Kenneth Finefield, *art d;* Charles H. Michael Jr., *ae.*

Robert G. Redhead Associates

1836 Euclid Ave., Cleveland 15, Ohio. Superior 1-7884. Robert G. Redhead, *pres.;* Irene S. Redhead, *treas.;* Dorothy Bolyard, *ae.*

Reed Advertising, Inc.

104 E. 40th St., N. Y. 16. Oxford 7-9666. Ralph S. Reubin, *pres, sec., tv-rad. d & ae;* Lou Kashins, *vp & ae;* Sally Malin, *vp, cpy. chf. & ae;* William Jacobson, *art d;* Irene Mercado, *prod. mgr.*

James R. Reese Advertising Co.

15 W. 10th St., Kansas City 6, Mo. Victor 5269. James R. Reese, *prop.;* Gardner Reames, *ae.*

Knox Reeves Advertising, Inc.

600 First National-Soo Line Bldg., Minneapolis, Minn. Federal 9-0071. E. E. Sylvestre, *chmn. bd.;* Wayne Hunt, *pres.;* R. W. Stafford, *exec. vp.;* H. A. Brown, R. H. Burbank, John Sarles, *vp's;* L. P. Herder, *vp & art d;* Dr. A. R. Root, *vp & rsrch. d;* Russ Neff, *vp & tv-rad. d;* G. B. Brown, *rsrch. mgr.;* Leo Beltrand, *treas.;* Paul Phillips, *busi. mgr.*
Media Dept.: Dr. A. R. Root, *d;* W. Eastling, *ass't mgr.;* J. Hackett, *tb;* L. Sorensen, *b;* B. Prichard, *analyst & budgets.*

Palmer N. Refsdal Agency

Sexton Bldg., Minneapolis 15, Minn. Federal 3-8896. Palmer N. Refsdal, *o.*

Regal Advertising Associates Corp.

157 W. 57th St., N. Y. Circle 5-0330. Charles J. Weigert, Sidney J. Barbet, *vp's;* Gunther Goldschmidt, *ae.*

Jay Reich Advertising

902 Frick Bldg., Pittsburgh 19, Pa. Atlantic 1-4377. Jay S. Reich, *pres.;* A. Posto, *art d & prod. mgr.;* Patricia Pleins, *sec.;* Alex De Gurian, *cpy. writer;* Seymour L. Bloom, *cpy. writer;* Gerard McCune, *tv d.*
Media Dept.: Jay S. Reich, *d & tb.*

Reid, Decker & Stocki, Inc.

16-18 Van Wagenen St., Newark 4, N. J. Humboldt 2-7030; 1. Joseph J. Stocki, *pres. & prod. mgr.;* Robert B. Reid, *vp, treas. & ae;* Robert C. Decker, *sec. & ae;* Frank Pietrucha, *art d;* J. Lloyd Handy, *ae.*
Media Dept.: Ruth Fladerer, *b.*

Reilly, Brown & Tapply, Inc.

216 Tremont St., Boston 16, Mass. Hancock 6-8070. Arthur F. Brown, *pres., treas. & ae;* Horace G. Tapply, *exec. vp & ae;* Joseph D. Bates Jr., *vp & ae;* M. M. Russell, *sec. & ass't treas.;* Lillian Corbett, *cpy. chf.;* N. Rawson, *prod. mgr.;* Robert M. Goode, *art d;* George Heathcote, *tv & rad. d & ae;* Edward Teran, *rsrch. & publ. d & ae;* Karen Nelson, *libr.*

Reincke, Meyer & Finn, Inc.

520 N. Michigan Ave., Chicago 11, Ill. Whitehall 4-7440. Wallace Meyer, *pres.;* Charles A. Reincke, *vp & treas.;* Arthur L. Reincke, *vp & sec. Vp's:* Joseph J. Finn, Charles L. Fleming, John J. Lawler, Gordon E. Taylor; James O. Peck, *indus. mktg. d;* John A. Priebe, *rsrch. d;* Lewis G. Green, *tv-rad. d;* B. D. Jones, *publ. d;* Eugene Arnfield, *ass't art d;* Albert Kubey, *serv. mgr.;* B. C. O'Brien, *serv. mgr.;* Peter Schipman, *ad prod. mgr. Ae's:* W. A. Banks, Donald Bliss, J. S. Coulter, H. V. Hopkins Jr., C. C. Love less, C. E. Schellenberg, L. E. Shears, Paul N. Traux, Raymond P. Wiggers.
Media Dept.: John A. Priebe, *d;* Joseph F. Brown, *b.*

The Reingold Co., Inc.

69 Newbury St., Boston 16, Mass. Kenmore 6-3900. Thomas J. Bowen, *pres.;* Thelma Reingold, *treas.;* Harry Dodsworth, *creat. d;* Richard D. Brugman, *cpy. chf.;* George F. Wilson, *art d;* Ruleffe F. Barbour, *prod. mgr.*
Media Dept.: Rosemary Rohmer, *b & tb.*

Reinhardt Advertising, Inc.

1736 Franklin St., Oakland, Calif. Templebar 2-2408. Emil Reinhardt, *pres.;* Richard W. Reinhardt, *vp;* Edward O'Mara, *prod. mgr.;* Newton Craig, *art d;* Cecil Webb, *tb & rad. d. Ae's.:* James Prindiville, Leo Bowman, Rod Kling.
Media Dept.: Laura Kass, *b;* Helen Christensen, *b;* Leo Bowman, *tb.*

Joseph Reiss Associates

54 W. 16th St., N. Y. 11. Oregon 5-3305. Joseph Reiss, *pres.;* Cecile Reiss, *vp;* Etta Book, *a supvr.*
Media Dept.: Josephine Ash, *d.*

Reiter & Associates

11512 Gray Ave., Cleveland 8, Ohio. Mulberry 1-6107. O. A. Reiter, *pres. & ae;* O. K. Reiter, *sec. & treas.;* J. C. Bell, *prod. mgr., cpy. chf. & ae;* S. M. Chase, *rsrch. d & ae.*
Media Dept.: O. A. Reiter, *b.*

E. P. Remington Advertising Corp.

468 Dewitt, Buffalo 13, N. Y. Grant 4880. R. E. Brumm, *sec.*

William B. Remington, Inc.

196 Worthington St., Springfield 3, Mass. Republic 2-2135. S. H. Nelson, *pres.;* H. F. King, *exec. vp & ae;* Elsie R. Strout, *treas. & personnal d;* Donald C. Heath, *vp & ae;* G. A. Perry, *ass't treas. & prod. mgr.;* David H. Murray, *vp, cpy. chf. & ae;* Jay Howard Cox, *art d. ae's:* Charles H. Gardner, Robert D. Fleischmer. *Cpy.:* Stanley Cressey, Roger Dickinson, Arthur C. Smith.

Remson Advertising Agency, Inc.

1853 Dixwell Ave., New Haven 4, Conn. Chestnut 8-2196; 8-2197. William E. Mortison Jr., *pres. & ae;* Raymond E. Smith Jr., *vp sls. prom;* Robert A. Canyock, *vp natl. adv.;* Donald R. Cook, *vp client serv. & ae;* Barbara L. Mortison, *sec.;* William E. Mortison Sr., *treas.;* Inez Hileman, *art d;* George Chatfield, *prod. mgr.;* Marlen E. Pew, *pub. rels. d & ae;* Roland Van Name, *rsrch. d & ae;* Mrs. Ruth Adams, *libr. Ae's:* R. W. Griswold, R. L. Van Name.

Renner, Inc.

1530 Lombard St., Philadelphia 46, Pa. Ki 5-4512. Otto W. Renner Jr., *pres.;* Richard L. Renner, *vp;* Thomas Bates, *art d;* John Eves, *art d;* Martha Scrafonas, *prod. mgr. Ae's:* Harding Lindholdt, David McIlvainel, Joseph Nagle, *publ. & pub. rels. d.*

Research & Institute Advertising, Inc.

2019 Cass Ave., St. Louis 6, Mo. Ce 1-8063. Henrietta Baker, *pres.*

Retail Advertising Agency (Div. of Meyer Both Co.)

Michigan Ave. at 20th St., Chicago 16, Ill. Calumet 5-4264. Stanton M. Meyer, *pres.;* John G. Grimm, *vp;* Bruno F. Domagala, *treas.;* Arlyne Stejskal, *d serv.*

Revere Advertising, Inc.

512 Nicollet Ave., Minneapolis 2, Minn. Main 1557. E. R. Seaberg, *pres. & ae;* Elvin Torsell, *exec. vp & ae;* Lowell M. Oberg, *prod. mgr.;* Ernest C. Blanchard, *vp, sec. & ae;* Robert Hedstrom, Robert Linn, *ae's.*
Branch Office:
77 W. Washington St., Chicago 2, Ill. St 2-4282. Elvin Torsell, *mgr.*

Reynolds Advertising Agency

271 Tyler Bank & Trust Bldg., Tyler, Tex. 4-6712. Betty Reynolds, *o & ae;* Jean Shuttesworth, *sec. & cpywrter.*
Media Dept.: Betyt Reynolds, *tb.*

Clinton Reynolds & Assoc.
746A Yorkway Arcade, Jenkintown, Pa. Turner 4-6644. Clinton Reynolds, *o.*

Richard & Gunther, Inc.
12 E. 56th St., N. Y. Plaza 1-4750. Archie Packer, *pres. & ae;* Morton L. Reisfeld, *sec., treas. & ae;* Dr. Frank Barth, *vp, cpy. chf. & ae;* William L. Ryan, *art d;* Irwin A. Gilman, *prod. mgr.;* Norma Parisi, *publ. d & libr.;* Eliot M. Jordan, *rsrch. d;* Gerard E. Nistal, *a serv. mgr. & ae.*
Media Dept.: Frances Fisher, *d.*

Rich Advertising Co., Inc.
220 Delaware Ave., Buffalo 2, N. Y. Mohawk 5692. Arthur H. Rich, *pres.;* Frederic N. Davis, *prod. mgr.*

Richard-Lewis Corp.
1182 Broadway, N. Y. 1. Murray Hill 6-7645. R. I. Byer, *prod. mgr.;* G. Parkinson, *art dir.*
Media Dept.: L. C. Kaufman, *b.*

Fletcher D. Richards, Inc.
10 Rockefeller Pl., N. Y. 20. Judson 6-5400. Fletcher D. Richards, *chmn.;* Bradley A. Walker, *v. chmn.;* Eugene I. Harrington, *pres.;* Sherwood Dodge, *exec. vp;* John A. Hamm, *vp & ae;* Ernest A. Gray, *vp & ae;* Ellsworth D. Hill, *vp & ae;* John E. Shepherd, *vp, d rsrch. & mchdsg.;* Kenneth Young, *vp & ae;* Sanford C. Smith, *vp;* Seymour J. Frolick, *vp & tv-rad. d;* Duane W. Beurmann, *sec.-treas.;* Edward F. Archer, *ass't sec. & ass't treas.;* Herschel E. Hinman, *prod. mgr.;* Paul S. Batterson, *cpy. chf.;* Jean Weber, *libr. Ae's* Thomas H. Young Jr., Robert Evans, John A. Hamm, Sylvia Harris, Hugh D. Lavery, D. Duncan Ross, Bradley A. Walker, Brooke B. Watson.
Media Dept.: Charles Dreier, *dept. mgr.;* Peter Collins, *b;* John J. Meskil, *b;* James M. Kelly, *tb.*
Branch Offices:
221 N. LaSalle St., Chicago 1, Ill. Financial 6-3585. George T. Jahnke, *mgr. & ae;* St. Clair O'Dixon, *prod. mgr.;* Jack Goggin, Lester Ploetz, *ae's.*
Media Dept.: Virginia Monfredini, *tb & b.* Harrington, Richards & Morgan Div., 258 Sutter St., San Francisco 8, Calif. Exbrook 2-6025. Harry G. Fletcher, *vp & art d;* Alfred E. Smith, *vp, mgr. & ae;* Henry Wachs, *art d;* Henry W. Peterson, *ae.* Harrington, Richards & Morgan Div., 6233 Hollywood Blvd., Hollywood 28, Calif. Hollywood 3-4194. Robert C. Temple, *mgr.;* Donald E. Gehring, *ae.*

Richards, Parents & Murray, Inc.
37 W. 39th St., N. Y. 18. Oxford 5-5890. Bertram M. Sussman, *pres. & ae;* Murray M. Storch, *vp & ae;* Shirley Sussman, *sec., treas. & ae.*

Richards & Webb, Inc.
224 Cedar St., Syracuse 3, N. Y. 2-1354. Wilbur O. Richards, *pres. & ae;* Stephen M. Web, *vp & ae;* Charles A. Grupp, *vp & art d;* Stuart Sheffield, *prod. mgr.*

Richardson Advertising Agency
8th & W. Levee, Brownsville, Tex. 2-3842. James W. Richardson, *co-o;* Leland S. Richardson, *co-o.*

Richland Advertising, Inc.
212 Fifth Ave., N. Y. 10. Murray Hill 3-0256. Irwin S. Richland, *pres. & ae.*

Richmond Advertising Service, Inc.
26 Court St., Brooklyn 1, N. Y. Main 5-7100. Louis E. Reinhold, *pres. & ae;* Philip Reinhold; *vp & ae;* Robert Tukel, *prod. mgr.;* S. Plosky, *art d; Ae's.:* Walter Hess, M. Reinhold, Peter Sante.
Media Dept.: Philip Reinhold, *b.*

Evans M. Richmond Associates
127 S. 22nd St., Richmond Bldg., Philadelphia 3, Pa. Locust 7-1674; 1675. M. Evans Richmond, *pres.;* Frank Cartwright, *art d;* D. Blaine, *prod. mgr.*
Branch Offices:
230 Boylston St., Boston 16, Mass. Co 6-4491. Yucca-Vine Bldg., Hollywood 28, Calif. Hemstead 3517. M. K. Reiss, *tv & rad. office.*

Ridgway Advertising Co.
8008 Carondelet Ave., St. Louis 5, Mo. Parkview 1-3755. Casper S. Yost, *pres. & ae;* Biron Valier, *exec. vp, creat. d & ae;* E. A. W. Schulenburg, *vp, rsrch. d & ae;* W. C. Jackson, *vp & ae;* T. L. Lewis, *sec.-treas., ass't rsrch. d;* Leonard Langeneckert, *exec. art d;* Alex Loelkes, *art d;* Robert L. Durham, *prod. mgr.;* John F. Eyler, *mktg.;* C. E. Stokes, *ae.*
Media Dept.: Robert L. Faust, *tb & b;* E. A. W. Schulenburg, *d;* T. L. Lewis, *ass't d.*

R. C. Riebel Advertising Agency
151 S. 5th St., Louisville 2, Ky. Juniper 7-6039. R. C. Riebel, *o & mgr.*

Riedl & Freede, Inc.
424 Lakeview Ave., Clifton, N. J. Gregory 1-7900. S. Robert Freede, *pres. & ae;* George Riedl, *sec., treas. & ae;* Daniel Whitney, *vp & cpy. chf.;* J. Jensen, R. Lake, G. Post, *art d's;* Martin I. Weinberger, *prod. mgr.;* Carol Bruskin, *ass't prod. mgr.;* Robert P. Dobrow, *acctnt. Ae's:* Finlay F. Morrow, Lawrence Nunno, George Preston.
Media Dept.: Nada Boettcher, *ass't d;* Robert J. Guthrie, *b.*
Branch Office:
244 Madison Ave., N. Y. 16. Murray Hill 3-1725.

Alexander G. Riggs, Inc.
16 Park Pl., Newark 2, N. J. Market 3-6425. Alexander G. Rigas, *pres. & treas.;* Victoria Richards, *sec.*

Fred Riger Advertising Agency
Binghamton, N. Y. 3-7323. Frederick R. Riger, *o & ae;* Alberta M. Patrick, *sec.;* Maurice Harvey, *art d;* Neilan Jenks, *prod. mgr.;* Ruth M. Hider, *tv-rad. d;* Kenneth F. Murphy, *ass't ae.*
Media Dept.: Ruth M. Hider, *tb.*

Rippey, Henderson, Bucknum Co.
909 Sherman St. (Penthouse-Sherman Plaza), Denver 3, Colo. Acoma 2-5601. Arthur G. Rippey, *mng. p;* C. G. Henderson, *p & gen. mgr.;* Gilbert Bucknum, *p;* H. Bond Badgley, *prod. mgr. Ae's:* Gilbert Bucknum, Arthur G. Rippey, Harry A. Lazier Jr., C. G. Henderson, Vernon R. Ewing, Robert Whitney, Arthur Magee, James Curd, James S. Holme, John McLagen, Thomas E. Preston, Louise Hewlett, Jack Hull, Bill Rosensohn.
Media Dept.: Rae L. Holmberg, *b.*

George J. M. Riseman, Inc.
120 Boylston St., Boston, Mass. Hancock 6-4422. George J. M. Riseman, *pres. & treas.;* Jack Hogan, *cpy. chf.;* Pat Young, *ae.*

Ritchie Advertising Agency
648 Bank of Commerce Bldg., Houston 2, Tex. Ca 4-1828, 4-1829. David G. Ritchie, *pres.;* Louis R. Glavis, *vp & ae;* Ralph D. Dodd, *publ. d;* S. O. Hopson, *ae.*

Ritchie & Sattler, Inc.
Union Commerce Bldg., Cleveland 14, Ohio. Main 1-1346; 1347; 1348. Lee Sattler, *pres. & ae;* Carl Ritchie, *vp & ae;* W. J. Laubscher, *auditor;* Mary J. Leonard, *off. mgr.;* George Georgeff, *art d;* Alden Mills, *prod. mgr.;* James Martin, *publ. d. Ae's:* Carl Ritchie, Alden Mills, James Martin, Robert Leonelli.

Rittenhouse & Co., Inc.
1917 Westheimer Ave., Houston 6, Tex. Jackson 6-1475. Jack D. Rittenhouse, *pres. & ae;* Edward Chalmers, *vp & ae;* William Marks, *serv. d & ae;* Niel Gulley, *prod. mgr.;* M. W. Speights, *cpy. chf.*
Media Dept.: Don Reynolds, *d.*

Ritter-Lieberman, Inc.
1242 Turner St., Allentown, Pa. Hemlock 5-9648. Max Levine, *d tv-rad.*

Ritter, Sanford & Price, Inc.
274 Madison Ave., N. Y. 16. Murray Hill 6-3795. Sheldon Ritter, *pres., publ d & ae;* Howard Sanford, *exec. vp & ae;* Daniel Price, *vp, sec., treas. & ae;* William Finkle, *art d.*
Media Dept.: Loretta Kamnitzer.

Rives, Dyke & Co.
2503 Robinhood, Houston 5, Tex. Jackson 6-2361. Earl L. Rives, *p;* Claude Henley, Tom Rogers, *ae's.*
Media Dept.: B. Tucker, *exec. in chg.;* Claude Henley, Tom Rogers, *tb's.*

Robbins Advertising, Inc.
505 Elm St., Cincinnati 2, Ohio. Dunbar 1-4363. Joseph L. Robbins, *pres., prod. mgr., tv-rad. d;* Louis Robbins, *vp, publ. d;* Lillian Robbins, *sec. & treas.;* Shirley Kuhn, *art d;* E. Joe Hace, *prod. mgr.;* Samia Halaby, *cpy. chf.;* Alfred D. Meitus, *legal advisor;* Sol Provisor, *ae.*
Media Dept.: Joseph L. Robbins, *d & b;* Louis Robbins.

H. I. Roberts Advertising Agency
167 Madison Ave., N. Y. 16. Mu 3-5065. Irving Binder, *pres. & ae;* Robert Bollin, *vp & treas.;* Hal Just, *sec.;* Bernard Rothman, *art d;* Fred Wasserman, *prod. mgr.;* Henry G. Bollin, Elaine Margulies, *ae's.*

Robert & Reimers, Inc.
551 Fifth Ave., N. Y. 17. Murray Hill 2-3175. Robert Power Reimers, *pres.;* Leon Kelley,

M. W. Nichols, John K. Lucken, *vp's;* Jae M. Wolff, *sec.;* Sidney Menchel, *prod. mgr.;* Hugh Ryan, *art d;* Theodore E. Braaten, *cpy. d;* Albert J. Berman, *rsrch. d. Ae's:* Leon Kelley, M. W. Nichols, John K. Lucken, Teresa Roberts, Sidney Menchel.

Media Dept.: John K. Lucken, *d.*

W. S. Roberts, Inc.

1401-1405 Fox Bldg., 16th & Market Sts., Philadelphia 3, Pa. Rittenhouse 6-8763; 4; 5. Wilmer S. Roberts, *pres., treas. & ae;* Franklin S. Roberts, *exec. vp, sec. & ae;* Leon Irgang, *prod. mgr.*

Robertson, Buckley & Gotsch, Inc.

108 N. State St., Chicago 2, Ill. State 2-5336. Homer J. Buckley, *chmn. bd. & ae;* Scott Robertson, *pres. & ae;* Clarence M. Gotsch, *vp, sec. & ae;* Joe Frank, *ae;* M. E. Nyhan, *treas.;* John Beck, *art d.*

Marshall Robertson Advertising Agency

1550 Speer Blvd., Denver 4, Colo. Keystone 4-0269. Marshall G. Robertson, *p & prod. mgr.;* Mary A. Robertston, *p & ae;* Lavern Everson, *art d. Ae's:* John F. Eby, R. Wendell McWilliams, Jack Helling, James H. Briggs.

Media Dept.: Margaret Pierson, *d.*

Robertson Potter Co.

20 N. Wacker Drive, Chicago 6, Ill. Andover 3-1696. Robert E. Potter Sr., *chmn. plans bd. & ae;* Robert E. Potter Jr., *pres. & ae;* John S. Mahoney, *vp & ae;* Richard J. Rodgers, *vp, pub. rels. d;* Don R. Potter, *ass't to pres. & ae;* Arthur V. Hecker, *prod. mgr.;* R. A. Potter, *tv-rad. prod & ae;* Maurice W. Tritschler, *art d;* C. J. Ross, *tv & film d;* Robert J. Jones, *mchdsg. d;* C. J. Easterberg, H. M. Barnes, *consult.'s;* Don Hall, *field rsrch. Ae's:* R. E. Stivers, M. L. Sinow, C. J. Easterberg, Robert Hoch.

Media Dept.: Grace R. Ator, *d, b & tb.*

Branch Offices:
487 First Ave., N. Y. 16. Russ Potter, *serv. mgr.*
1524 K St. N.W., Washington 5, D.C. Republic 7-4565. R. E. Stivers, *serv. mgr.*
601 S. Vermont, Los Angeles 5, Calif. Dunkirk 8-7104. M. L. Sinow, *serv. mgr.*
167 N. Alma, Kankakee, Ill. 2-7125. Robert Hoch, *serv. mgr.*

Robins Advertising Agency

1356 Main St., Sarasota, Fla. Ringling 7-6455; 7-6639. Morton M. Robins, *o;* Mildred G. Robins, *ae;* Don Harrold, *art d;* M. C. Miller Jr., *ae.*

Robinson, Adleman & Montgomery, Inc.

1714 Walnut St., Philadelphia 3, Pa. Kingsley 6-4650. Robert H. Adleman, *pres. Vp's:* Anthony J. Walton, Stanley W. Adleman, Homer Sanville; E. R. North, *treas.;* Robert Meyers, *art d;* Michele Dickerman, *prod. mgr.;* Ruth Chilton, *tv-rad. d;* James Stewart Montgomery, *cpy. chf.;* George Glazer, *publ. d;* Phyllis Rubin, *rsrch. d;* Charles Redner, *libr. Ae's:* R. Adleman, S. Adleman, A. Walton, G. Glazer, R. Chilton, S. Sanville.

Media Dept.: Diane Dagit, *d.*

Robinson Advertising Agency

612 S. Elm St., Muncie, Ind. Atlas 2-2263. W. R. Robinson, *pres. & ae;* M. H. Robinson, *sec. & treas.;* W. D. White, *ass't sec.;* C. W. White, *cpy. chf.;* Rina Horner, *prod. mgr.;* J. L. Horner, *art d;* C. F. Wigmore, *mgr. otdr. dept. & ae. Ae's:* Robert L. Stassen, Robert Straughn, Vaughn Story, Bruce B. Robinson.

Robinson, Jensen, Fenwick & Haynes, Inc.

1111 Wilshire Blvd., Los Angeles 17, Calif. Mutual 6293. Elwood J. Robinson, *pres.;* Melvin A. Jensen, *exec. vp;* John W. Haynes, *vp;* David R. Fenwick, *vp.*

Media Dept.: Robert C. Neuman, *d & tb.*

Robinson-Rapp Advertising Agency

130 W. 42nd St., N. Y. 36. Chickering 4-6418. James J. Robinson, Rosa W. Rapp.

Robinsons Advertising Agency

304 E. Monroe St., Springfield, Ill. 2-2500. W. B. Robinson, *pres.;* Charles F. Mansfield, *vp;* Mary Marada, *sec. & treas.*

Edward W. Robotham Co.

24 Lewis St., Hartford 3, Conn. Jackson 7-9247. Edward W. Robotham, *pres. & treas.;* William S. Robotham, *vp & sec.;* Henry R. Loomis, *art d;* Mrs. Loretta Beebe, *prod. mgr.;* Jean C. Smith, *traff. mgr.*

Media Dept.: Jean C. Smith, *d.*

Roby-Krohne Advertising Co.

15 West 10th St., Kansas City, Mo. Victor 2-3202. T. N. Roby, *pres.;* Robert H. Krohne, *vp;* Ellis Young, *ae.*

Roche, Rickerd & Cleary, Inc.

135 S. LaSalle St., Chicago 3, Ill. Randolph 6-9760. John P. Roche, *chmn. & ae;* C. E. Rickerd, *pres.;* A. T. Bonk, *ass't to pres.;* R. A. L. Herwig, Gerald A. Weindel & A. J. Engelhardt, *vp's;* James M. Cleary, *vp & ae;* Lloyd Maxwell, *vp & ae;* Miner F. Williamson, *vp & ae;* Stewart Weston, *vp & ae;* E. C. Olson, *vp & ae;* Daniel J. Kelly, *treas.;* John Hayes Kelly, *vp & cpy. chf.;* Walker B. Sheriff, *vp & a supvr.;* William H. Savin, *vp & art d;* George S. Lyman, *vp & art d;* R. H. Stracke, *vp chg. prod.;* Frank Hakewill, *vp;* William S. Shartle, *d plans & mchdse.;* Kirby Roche, *tv-rad. d & ae. Ae's:* B. Sheriff, W. S. Shartle.

Media Dept.: Frank Hakewill, *exec. in chg.;* Guy Durtman, *b.*

Allan Rock Advertising Agency

1165 Broadway, N. Y. 1. Murray Hill 9-3850. Allan Rock, *o & ae;* Ken Saco, *art d;* Irwin Winehouse, *rad. d;* Milton G. Weinstein, *ae.*

Media Dept.: Sally Winston, *b.*

Rockett-Lauritzen Advertising

1636 S. Oxford St., Los Angeles 6, Calif. Republic 4-2106. Donald C. Lauritzen, *pres. & cpy. chf.;* Robert R. Rockett, *sec. & treas.;* Mary Robinson, *art d & prod. mgr.;* Terry David, *publ. d;* Juanita Prevatte, *rsrch. d;* Terry David, *libr.*

Media Dept.: Robert R. Rockett, *d.*

Irving Rocklin & Associates

32 W. Randolph St., Chicago 1, Ill. Randolph 6-2324. Irving Rocklin, *pres.;* Sue Wurtzburg, *prod. mgr.;* Marjorie Lovinger, *cpy. chf.;* Robert Spencer, *tv d;* Robert Rocklin, *art d;* Helen Wurtzburg, *personnl d;* Trina Shuchat, *libr. Ae's:* Edward Lovinger, Jerrold Rocklin, Gerald Addis.

Media Dept.: Ira Segall, *b.*

The Rockmore Co.

37 W. 57th St., N. Y. 19. Plaza 8-2400. Milton M. Rockmore, *pres. & ae;* J. Leonard Shaub, *exec. vp & ae;* Erwin S. Franken, Charles B. Strauss, *vp's & ae's;* Charles L. Lewin, *vp & tv & rad. d;* Ormonde S. Clarke, *rsrch. d;* Harry Pesin, *cpy. chf.;* Sidney J. Cohn, *prod. mgr.;* Bernard Goldberg, *art d.*

Media Dept.: Mary A. Burak, *d.*

Rockwell Advertising Inc.

12 Westminister St., Providence 3, R. I. Dexter 1-1288. R. K. Rockwell, *pres. & ae;* Margaret Wilkinson, *vp & art d. Ae's:* C. B. Eddy, Samuel R. Robinson.

Media Dept.: R. K. Rockwell, *d.*

Sherwin Robert Rodgers & Assoc.

60 E. Scott St., Chicago 10, Ill. Superior 7-5706. Sherwin R. Rodgers, *pres. & ae;* Martha Marty, *sec.;* Gordon Mackintosh, *art d;* Toni Rodgers, *tv-rad. d;* Kenneth Waindie, *personnel d;* Lance Rodgers, Marshall Ader, *ae's.*

Media Dept.: L. Raclin, *d.*

Branch Offices:
601 S. Vermont, Hollywood, Calif. Sunset 1-0945. Morton Sinow, *mgr.*
853 Seventh Ave., N. Y. Circle 5-7194. Sandy Howard, *mgr.*

Rodkin, Sander, Advertising Agency, Ltd.

159 E. Chicago Ave., Chicago 11, Ill. Delaware 7-0300. S. Rodkin, *pres. & ae;* Y. Rodkin, *vp;* G. Rodkin, *sec.-treas.;* William Westervelt, *prod. mgr.;* Mrs. F. Stein, *tv d.*

Media Dept.: Fran Wachnow, *d;* Mrs. F. Stein, *b.*

Roeding & Arnold, Inc.

369 Lexington Ave., N. Y. 17. Murray Hill 3-3531-23. Fred F. Roeding, *pres. & treas.;* James J. Clinch, *exec. vp;* William A. Charters, *vp & ae;* R. Roeding, *sec. Ae's:* Milton M. Fisher, Walter E. Molony, Charles A. Pope, Walter J. McIndoe, Charles A. Stein.

Charles H. Rodgers Associates, Inc.

92-32 Union Hall St., Jamaica 33, N. Y. Olympia 8-4300. Melvin D. Weber, *pres.;* Benjamin Weber, *sec.-treas.;* Henry Gould, *art d;* Violette Pullis, *personnel,* Mary Ann Petro, *libr.*

Rogers & Porter

315 Alexander St., Rochester 4, N. Y. Lo 2-6146. Earl A. Rogers, *p & ae;* J. Erwin Porter, *p, art d & ae;* C. Brendon Wright, Robert A. Webster, *ae's.*

Rogers & Smith

Central Administrative Office, 1402 Kirby Bldg., Dallas 1, Tex. Percy C. Fewell, *pres.;* George C. Huppertz, *vp & treas.*
20 N. Wacker Dr., Chicago 6, Ill. Dearborn 2-0020. Ray R. Reynolds, *vp, mgr. & ae;* Robert L. Headen, *vp & ae;* Jack M. Wentsel, *vp & ae;* Mary Elizabeth Huppertz,

vp & ae; Olive A. Kinloch, *sec.;* Roy A. Roeser, *art d;* Edward A. Bolan, *cpy. d;* Walter J. Fry, *prod. mgr.;* Jerry Kirby, *ae.*

Branch Offices:
Insuromedic Bldg., Dallas 1, Tex. Riverside 1-6044. Randall E. Brooks, *vp, mgr. & ae;* Dave McConnell, *vp & ae;* John G. Burnett, *vp & ae;* Marvin A. Krieger, *vp & art d;* Howard B. Fisher, *mgr. tv-rad. dept.;* Wilson Goss, *vp & mktg. d;* M. Stewart, *cpy. chf.;* J. Johnson, *prod. mgr.*
903 McGee St., Pickwick Bldg., Kansas City 6, Mo. Victor 2-9400.
R. S. Brigham, *vp, mgr. & ae;* B. G. Wasser, *vp & ae;* N. P. Rowe, *vp & ae;* W. G. Rowe, *vp & ae;* Edwin S. Denham, *cpy. chf.;* Richard P. Slade, *vp, mgr. tv-rad. dept.;* J. E. Koger, *prod. mgr.;* Gordon Bamberger, *rsrch. d;* William Haynes, *art d. Ae's:* Frank Little, R. L. Dexter.

W. H. Rohr Jr.
658 Fairfield Ave., Indianapolis 5, Ind. Walnut 4-3742. W. H. Rohr Jr., *pres. & ae.*

Roizen Advertising Agency, Inc.
291 Delaware Ave., Buffalo 2, N. Y. Madison 5915. Manus Roizen, *chmn. bd., pres., treas. & ae;* Samuel Sapowitch, *exec. vp;* Edith Roizen, *sec.;* A. M. Presant, *ae & prod. mgr.;* Joe Petrino, *art d.*
Media Dept.: Manus Roizen, *d.*

Roland-Bodee Advertising Co.
1619 Broadway, N. Y. 19. Circle 7-0570. Jack Roland, *p;* Lew Bodee, *p & cpy. chf.;* Walter Buchholz, *art d;* Robert Schwartz, *prod. chf.;* Sidney Russell, *tv & rad.;* Robert Marcus, *ae;* Sylvia Degutz, *sec.;* Marilyn Minikes, *rsrch. d.*
Media Dept.: Jack Boland, *d.*

Roland-Bodee & Flint Advertising, Inc.
2138 Biscayne Blvd., Miami 37, Fla. Fr 1-7631. Charles Friedlander, *pres. & ae;* Jack Roland, *exec. vp & ae;* Milton M. Mendelsohn, *vp & ae;* Jules Kase, *vp & ae;* Lew Bodee, *sec. & ae;* Nat Lang, *treas. & ae;* Pete Anderson, *art d;* Ralph Surrency, *prod. mgr.;* Florian Raymond, *cpy. chf. & ae.*
Media Dept.: Carol M. Neuman, *d.*

Rolley & Reynolds, Inc.
2016 Sansom St., Philadelphia 3, Pa. Locust 4-4075. Albert F. Byers, *pres. & ae;* William T. Reynolds, *vp & ae;* Lawrence Lecas, *art d.*

William G. Rolley Advertising
Virginia Ave. & Beach, Atlantic City, N. J. Ac 4-6200. William G. Rolley, *sole o & publ. d;* Robert Malmstrom, *art d;* Sophia Tubis, *prod. mgr.;* Barbara Innis, *cpy. chf.*
Media Dept.: Elizabeth Johnson, *d.*

Rollman Advertising Agency
1206 Tri-State Bldg., Cincinnati 2, Ohio. Garfield 1-6010. Henry Rollman II, *pres. & treas.;* Syd Cornell, *tv & rad. d;* Dwight F. McCollister, John E. Held, Cornelius Hauck, *ae's;* Bernard M. Krekeler, *art d & prod. mgr.;* Verne Jay, *ass't tv & rad d.*

Harriet Romain Advertising, Inc.
200 W. 57th St., N. Y. Judson 6-6565. Harriet Romain, *pres. & ae;* Murray H. Salit, *vp & ae;* Robert Stoller, *art d;* Jan Alamian, *publ. d.*
Media Dept.: Jan Alamian, *d.*

Roman Advertising Agency, Inc.
810 N. Culvert St., Baltimore 2, Md. Mulberry 5-8282; Mulberry 5-1616. George Roman, *pres.;* Harry Sprow, *art d.*

Roman Advertising Co.
309 N. 11th St., St. Louis 1, Mo. Ga 1-6300. Melvin F. Roman, *pres. & ae;* Fred J. Zweig, *a serv. d & ae;* Harold Poth, *art d;* Jim Weingartner, *prod. mgr. Ae's:* Festus J. Krebs Jr., Henrietta Liese Meier, Florence Frei Tradeway.
Media Dept.: Mark Wolters, *d.*

David M. Rooney Associates
Bank Bldg., Palmer, Mass. Palmer 1356. Davitt M. Rooney, *pres. & treas.;* Elizabeth I. Rooney, *vp;* Walter Wlodyka, *sec.*

Root Advertising Agency
631 N. Central Ave., Chicago 44, Ill. Austin 7-2887. Perrin B. Root, *o;* Everett Davis, *prod. mgr.*

Rose-Martin, Inc.
21 W. 46th St., N. Y. 36. Judson 2-3550. Iri W. Rose II, *pres.;* John A. Boulle, *vp & gen. mgr.;* G. M. Rundbaken, *vp;* Channing Hallock, *vp, tv-rad. d;* Alex B. Kenne, *vp & art d;* Stearn Hillstrom, *vp & pub. rels. d;* Joseph R. Anderer, *compt.;* Ethel Whelan, *prod. mgr.;* Frank McCullough, *cpy. chf.*
Media Dept.: G. M. Rundbaken, *d.*

Irving Rosen Advertising
84-49 168th St., Jamaica 34, L. I. Irving Rosen, *o & tb;* E. Wayne, *prod. mgr.*

Leo Jay Rosen Associates, Inc.
530 Biscayne Blvd., Miami 32, Fla. Franklin 3-0793. Leo J. Rosen, *pres.*

Milton B. Rosenberg Advertising
218 Madison St., Passaic, N. J. Pr 9-6495. Milton B. Rosenberg, *o, sec. & treas.*

Irving J. Rosenbloom & Associates, Inc.
400 N. Michigan Ave., Chicago 11, Ill. Mohawk 4-6140. Irving J. Rosenbloom, *pres.;* D. L. Elias, Edwin Sergey, *vp's;* William Macdonald, *art d.*

Rosengarten & Steinke, Inc.
483 Union Ave., Memphis 3, Tenn. Jackson 7-4566. Norton Rosengarten, *pres.;* Lynn Steinke, *exec. vp;* Jay Scott, *vp, tv-rad. d. Ae's:* Norton-Rosengarten, Lynn Steinke, Jay Scott.

Monte Rosenwald & Associates, Inc.
P.O. Box 1369, Amarillo, Tex. Drake 6-7239. Monte Rosenwald, *pres.;* Lloyd Cook, *vp & art d;* Dee Lehr, *ae;* Peggy Williamson, *cpy. chf.*

Rosner Lewis Agency
1501 State St., Bridgeport 5, Conn. Edison 6-1812. L. B. Lewis, *gen. mgr.;* R. L. Koziauski, *compt.;* R. Palais, *art d;* G. Pekar, *prod. mgr.;* G. Grauveline, *rsrch. d;* S. Csontos, *libr. Ae's:* J. J. Masien, H. Lucas; Lyman Anderson, *consult.*

Ross Advertising
1005 N. University, Peoria, Ill. 3-7406. Lewis S. Ross, *mgr.;* B. J. Livengood, *ae;* Robert L. Flink, *ae;* M. B. Kreighbaum, *cpy;* William C. Harkins, *art d;* Donald E. Perdue, *prod. mgr.*
Media Dept.: M. B. Kreighbaum, *d.*

Ross Advertising Agency
P.O. Box 36617, Los Angeles 36, Calif. Webster 4-5152; Webster 1-2903. Clark F. Ross, *o;* Lew M. Ross, *o.*
Branch Office:
1729 Boneta Ave., St. Louis 17, Mo. Mission 5-1376. Elmoe Holke, *representative.*

David Ross Advertising
17 W. 60th St., N. Y. Plaza 7-3917. David Ross, *o;* Irving Fraser, *art d;* Vera Ross, *prod. mgr. & personnel d;* Howard Anderson, *publ. d;* E. H. Perron, *libr. Ae's:* David Berg, Andrew Tobias, Eric Lawson, Philip Kapps.

Ellsworth Ross, Inc.
3810 Beverly Blvd., Los Angeles 4, Calif. Dunkirk 8-3608. Ellsworth Ross, *o.*

Ross-Gould Co.
309 N. 10th St., St. Louis 1, Mo. Central 1-1646. Herbert M. Ross, *pres. & treas.;* W. K. Eckles, *vp;* Edward C. Jacques, *sec.*

H. L. Ross Advertising & Publicity
614 N. Delaware St., Indianapolis 4, Ind. Melrose 4-1227. Harold L. Ross, *o;* Deo A. Dawson, *art d.*

Philip I. Ross Co., Inc.
38 E. 57th St., N. Y. 22. Plaza 8-2777. Philip I. Ross, *pres. & ae;* Bennett Hacker, *vp & prod. mgr.;* Lee Mattes, *sec.;* Bernard Glasgow, *art d;* Harold Plaut, *cpy. chf.;* M. Davis, *publ. d;* Michael J. Ross, *rsrch. d.*

Ross Roy, Inc.
2751 E. Jefferson Ave., Detroit 7, Mich. Lorain 7-3900. Ross Roy, *pres.;* Thomas G. McCormick, *exec. vp & gen. mgr.;* Carroll F. Sullivan, *sr. vp & a supvr.;* William H. Gerstenberger, *vp & a supvr.;* John B. Gray, *vp & cpy. d;* Carl E. Hassei, Hubert F. Roy, Maurice G. Vaughn, *vp's;* John W. Hutton, *vp & art d;* Kenneth S. Loring, *vp & d product analysis;* William W. Shaul, *vp & a supvr.;* Erwin H. Haass, *sec.;* Harry W. Mellen, *compt;* George W. Macier, *personnel d;* Robert E. Riordan, *rsrch. d;* John A. Roche, *recording d;* Ralph S. Freeman, *mgr. tv-rad. dept.;* William L. Miller, *prod. d;* Albert C. Nute, *publ. d;* Florence Armstrong, *libr. Ae's:* Albert E. Bowles, Richard G. Dorn, G. Robert Hankinson, James B. Jackson, Robert G. Lyon, William H. Mathews, James L. Rast, Robert R. Roy, John A. Hendrie.
Media Dept.: Carl E. Hassel, *d;* Ronald A. Post, *d.*
Branch Offices:
1680 N. Vine St., Hollywood 28, Calif. Hollywood 9-6263. Joseph G. Mohl, *vp;* Beulah Stainbach, *off. mgr.*
Media Dept.: Beulah Stainbach, *b.*

AGENCIES

Ross Roy of Canada, Ltd., Canada Trust Bldg., cor. London & Victoria Sts., Windsor, Ont. Clearwater 6-2371. Harold J. G. Jackson, *vp;* Gerald H. Lemon, *prod. d. Ae's:* George T. Alsop, Tom Gilchrist, John Tee, Joseph B. Piercell.

Rossi & Co.

607 Shelby St., Detroit 26, Mich. Woodward 2-0090. H. V. Rossi, *chmn.;* K. J. Kelly, *creat. d;* P. J. DuRocher, *prod. mgr.;* F. S. Miller, *cpy. chf.;* J. V. Miniter, *mchdse. mgr. Ae's:* H. V. Rossi, H. G. Doeriug.

H. C. Rossi Advertising

37 W. 57th St., N. Y. 19. Plaza 3-9889. H. C. Rossi, *o;* C. Wachter, *sec.*

Rossi & Hirshson

114 Middle St., New Bedford, Mass. Wyman 6-8529; 6-8520. G. Warren Hirshson, *prop. & prod. mgr.*

Media Dept.: M. F. Smith, *b.*

Rossini Advertising Agency, Inc.

175 Fifth Ave., N. Y. 10. Oregon 3-8289. Vincent Rossini, *pres.;* Anthony Novelli, *art d;* Angela Cipriano, *sec.;* Vince Rossini, *pub. rels. d & ae. Ae's:* Peter J. Farmer, A. F. Guiglia, Lorraine Dessen, Natalie Donna.

Media Dept.: Donna Cotroneo, *b & tb.*

Charles Roster Advertising

Wilson Bldg., Corpus Christi, Tex. Tulip 4-9591. Charles Roster, *o.*

Rothbardt & Haas Advertising, Inc.

232 E. Ohio St., Chicago 11, Ill. Wh 4-3289. Adolph M. Rothbardt, *pres. & treas.;* Robert Haas, *vp;* Samuel S. Chamison, *sec.;* Olin Hoskins, *art d;* Dick Esterquest, *prod. mgr.;* Charlene Landsberg, *cpy. chf.;* Bill Wallace, *publ. d;* Witt Kennon Cochrane, *rsrch. d;* Dorothy Glessner, *personnel d;* Benson Karen, *libr. Ae's:* Adolph M. Rothbardt, Robert Haas, Olin Hoskins.

Media Dept.: Loretta Hanzel, *b & tb.*

Lawrence S. Rothman Advertising & Public Relations

3008 Myer Blvd., McKeesport, Pa. Orchard 3-7928. S. Lawrence Rothman, *pres., tv-rad. d;* Ann Oschman, *treas.;* Louis Orsini, *art d & prod. mgr.;* Emily McK. Stuart, *publ. d;* Dr. R. E. Slessinger, Ph.D., *rsrch. d;* Suzanne Marks, *libr.;* Harold Wintner, *auditor;* Lewis A. Mendelson, *ae.*

Media Dept.: S. Lawrence Rothman, *b & tb.*

David E. Rothschild Advertising

222 E. 46th St., N. Y. 17. Murray Hill 2-4576. David E. Rothschild, *pres. & ae;* Henry C. Meyer Jr., *art d & ae;* Herman H. Levart, *cpy. chf. & ae;* Nicholas Mastoras, *prod. mgr.*

Media Dept.: David E. Rothschild, *b.*

Frederic G. Rottmund

7651 Old Georgetown Rd., Bethesda 14, Md. Oliver 6-8333. Frederic G. Rottmund, *prop.*

Rowe & Wyman Co.

3800 Reading Rd., Cincinnati 29, Ohio. Capitol 1-5220. Walter S. Rowe, *pres., treas. & ae;* C. L. Brewer, *vp & prod. mgr.;* David L. Bolew, *sec. & ae.*

Royal Advertising Agency

1510 Grant St., Unionville, Mo. 439. Dow Bonnie, *pres.;* E. Torrey, *sec.;* Mary Torrey, *art d.*

Royal & deGuzman, Inc.

135 E. 36th St., N. Y. 16. Murray Hill 5-8275. Paul deGuzman, *pres. & ae;* Frank C. Beckert, *vp, prod. mgr. & ae;* Catherine deGuzman, *treas.;* George Petrelis, *art d;* B. Clark Everett, *cpy. chf. & ae;* Judith Albert, *traff.*

Media Dept.: Catherine deGuzman, *d;* Judith Albert, *b & tb.*

Rozene Advertising Agency

571-573 Fairfield Ave., Bridgeport, Conn. Edison 6-1176. Jack Rozene, *o, ae;* Robert Paul, *ae;* Ira Elprin, *art d;* Thomas Farrell, *cpy. chf.*

Media Dept.: Jack Rozene, *exec. in chg.*

Branch Office:
Statler Office Bldg., Boston, Mass. Hancock 6-9786. H. I. Circle, *ae.*

Ruben Advertising Agency

710 David Stott Bldg., Detroit 26, Mich. Woodward 5-3570. Ruben H. Isaacs, *pres.;* Murry D. Koblin, *art d;* Al Favale, *ae.*

Ruben Advertising Agency

966 N. Meridian St., Indianapolis 4, Ind. Me 5-2577. Gary A. Ruben, *pres. & ae;* Elmar A. Ruben, *vp & ae;* Dr. Jules Ruben, *rsrch. d;* J. Dickhouse, *art d;* R. Bobowski, *creat. d;* Ted Pollack, *cpy. chf.;* John Hopper, *ass't art d.*

Ruder & Finn, Inc.

130 E. 59th St., N. Y. 22. Plaza 9-1800. David Finn, *pres.;* William Ruder, *chmn. bd.;* Paul Zucker, *vp;* Roy Kuhlmann, *art d;* Edward Brodsky, *prod mgr.;* Mildred Vigderhouse, *tv-rad. d.*

Media Dept.: Morton Yarmon, *d.*

Fred Rudge Associates, Inc.

63 Park St., New Canaan, Conn. Woodward 6-1651; New York, Plaza 9-3160. Lloyd H. Dalzell, *chmn. bd.;* Fred Rudge, *pres. & treas.;* John B. Burnap, J. Gordon King, *vp's;* Lee Murdaugh, *sec.;* William T. Lent, *art d. Ae's:* Fred Rudge, Lee Murdaugh, John E. Burnap, J. Gordon King, Henry E. Ringgold, James Gardner, David Bates, R. H. Schaffer, Robert Zager, John Perry, Betty Lavery, Anton A. Pritchard.

Oscar E. Rudsten & Associates

262 Washington St., Boston 8, Mass. Ca 7-2146. Osca E. Rudsten, *o;* Susan Magri, *art d;* Albert P. Burke, *cpy. chf.*

Media Dept.: Thelma Press, *d.*

Rumrill Co., Inc.

1895 Mt. Hope Ave., Rochester, N. Y. Baker 7900. Charles L. Rumrill, *pres.;* George M. Prince, *exec. vp;* Neil A. Gallagher, *sr. vp;* John R. Van Arsdale, *sr. vp;* George R. Darcy, *vp & d of dvlpmnt.;* Fayette F. Harned, *vp chg. art;* Willis T. Jensen, Charles N. Gleason, James S. Warren Jr., *vp's;* Herbert R. Hanson, *treas.;* G. Grantly Wallington, *sec. & cpy. chf.;* Victor F. Boero, *art supvr.;* Elmer M. Kern, *prod. mgr.;* Dorian St. George, *tv-rad. d;* William E. Weller, *rsrch. d;* Robert H. Bush, *pub. rels. d;* Ruth E. Boulton, *personnel d;* Evelyn C. Ricker, *libr. Ae's:* H. R. Hanson, N. A. Gallagher, W. T. Jensen, J. S. Warren, C. N. Gleason, B. W. Jones, J. R. Van Arsdale, G. M. Prince, G. G. Wallington; Donald B. Miller, John Troskosky, George R. Darcy.

Media Dept.: Marion S. Simons, *d.*

Rumsey & Associates

219½ S. Superior, Albion, Mich. 6114. Jon D. Rumsey, *o & ae;* I. Sibal, *sec. & prod. mgr.;* W. A. Aris, *acctnt.*

Rumsey Perkins, Inc.

185 N. Wabash Ave., Chicago 1, Ill. Dearborn 2-3367. Thelma Perkins, *pres. & treas.*

J. B. Rundle, Inc.

401 Broadway, N. Y. 13. Di 9-1730. J. B. Rundle, *pres.;* S. Freundel, *vp, cpy. chf., d serv.;* Mina B. Lape, *sec. & treas.;* Joseph B. Damico, *prod. mgr.;* Lester A. Moser, *art d.*

Media Dept.: Joseph B. Damico.

Lowe Runkle Co.

1305 Liberty Bank Bldg., Oklahoma City 2, Okla. Re 6-3521. Lowe Runkle, *pres. & ae;* Roger Pishny, *vp & ae;* Howard Neumann, *vp & ae;* Monty Mann, *vp;* Hugo Lindberg, *art d;* Peter Colman, *prod. mgr.;* Mack Fuller, *tv-rad. d;* George A. Mitten, *personnel d. Ae's:* Oscar Heuser, Marshall Bateman, Kenneth Kay.

Frederick A. Russell Advertising

10 High St., Boston 10, Mass. Liberty 2-3273. Frederick A. Russell, *pres.;* Roger M. Jennings, *ae.*

James Elliott Russell, Inc.

35 W. 56th St., N. Y. 19, N. Y. A. Harvey Stein, *pres.*

Robert C. Russell, Inc.

P.O. Box 24, Schenectady 1, N. Y. 4-7837. Robert C. Russell, *pres., treas. & prod. mgr.;* Henry M. Perry, *vp;* Helen P. Russell, *sec.*

Rutledge & Lilienfeld, Inc.

1000 Market St., St. Louis, Mo. Main 1-3252. Granville Rutledge, *pres., treas. & ae;* Charles H. Lilienfeld, *exec. vp, sec. & ae;* E. G. McGrath, *cpy. chf. & ae;* Elliott Davies, *ae;* Robert E. White, *vp;* Anne Coyle, *vp;* Frank Westbrook, *creat. d;* George T. Gale, Carl Kiefel, *prod. mgrs.*

Media Dept.: John G. Rutledge, Frances L. Rickey.

Branch Office:
121 W. Wacker Dr., Chicago, Ill. Andover 3-7667.

Ryan Associates, Inc.

136 William St., N. Y. 38. Digby 9-3929. J. Michael Verderosa, *pres.;* Albert J. Verderosa, *vp;* Emile E. Verderosa, *sec. & treas. Ae's:* Madeline Ryan, Marguerite Verdi, John Michaels, John Alberts, Beatrice Cowan.

Howard J. Ryan & Son
Vance Bldg., Seattle 1, Wash. Main 0770. Howard J. Ryan, *pres.;* Floyd O. Flint, *vp;* Burt J. Ryan, *treas.*

Ryder & Ohleyer, Inc.
3770 Piedmont Ave., Oakland, Cal. Olympic 4-8831. Ross H. Ryder, *pres. & ae;* Charlotte Workman, *art d;* Lorraine O'Looney, *prod. mgr. Ae's;* Richard Strain, Charlotte Workman.
Media Dept.: Estelle Guy, *d.*

G. A. Saas & Co.
408 Guaranty Bldg., Indianapolis 4, Ind. Melrose 4-4577. G. A. Saas, *o & ae;* Joan Emhardt, *prod. mgr.;* Ann E. Hedgcock, *cpy. chf.*

Sachs Advertising Studios
10519 Puritan Ave., Detroit 38, Mich. Diamond 1-8292. Sid Sachs, *pres. & art d;* Mary Sachs, *vp;* Bob McAlear, *cpy. chf. & ae.*
Media Dept.: Mary Sachs, *b.*

The Sackel Co., Inc.
316 Stuart St., Boston 16, Mass. Liberty 2-3666. Sol Sackel, *pres.;* Ralph M. Schiff, *sr. vp & gen. mgr.*
Media Dept.: Irving Eison, *tb.*

Ben Sackheim, Inc.
2 W. 59th St., N. Y. 19. Plaza 1-2200. Ben Sackheim, *pres.;* George B. Pampel, *exec. vp & d;* William Pitts, *vp, tv;* A. Green, *cpy. chf.;* Irwin Goldberg, *art d. Ae's:* Ted Breining, Bern Cooper, Hal Graves, Milt Mensch, Joan Goldberg.
Media Dept.: William Galker, *d;* Robert Glatzer, *tb.*

Maxwell Sackheim & Co., Inc.
545 Madison Ave., N. Y. 22. Pl 1-3151. Maxwell Sackheim, *chmn. treas. & ae;* Robert B. Sackheim, *pres., personnel d & ae;* Lester Wunderman, *exec. vp & ae;* Edwin C. Ricotta, *vp & art d;* Joe Gans, *vp, tv-rad. d;* Irving Wunderman, *vp, cpy. chf.;* Harry Kline, *vp & ae;* Sherman Sackheim, *vp chg. optns. & ae;* Allen Berke, *prod. mgr.*
Media Dept.: Sherman Sackheim, *d;* Peter Ephraim, *b.*

Ed St. Aubin Associates, Inc.
1426 Elm St., Manchester, N. H. 5-9631, 5-9632. Edward G. St. Aubin, *pres., treas. & ae;* Reginald Webster, *art d & prod. mgr.;* S. R. Mooney, *personnel d;* Burton E. Nichols, *publ., pub. rel d & ae.*
Media Dept.: S. R. Mooney, *d.*

St. Claire Advertising Agency
3128 Grand River Ave., Detroit 8, Mich. Randolph 7779; 7780. C. C. Kyle, *p;* Paul E. Cattey, *p;* V. L. Gunther, *prod. mgr.*

St. George & Keyes, Inc.
250 Park Ave., N. Y. 17. Yukon 6-7575. Stanley J. Keyes Jr., *pres.;* Alfred A. Anthony, *vp & art d. Vp's:* James J. Freeman, Richard K. Snively; Charles W. Schiess, *treas.;* William Korcak, *prod. mgr.;* Alfred A. Anthony, *art d;* Edward Bozorth, *ind. consellor;* Jay Poole, *cpy. chf.;* Torrey Stearns, *publ. d, pub. rels. d. Ae's:* Marshall Murphy, Sydney Huntley, Roy Williams, John C. Lawton, Daniel G. Macmillan.
Media Dept.: Alicia Frost, *b;* James J. Freeman, *d.*
Branch Office:
75 E. Wacker Dr., Chicago, Ill. Kenneth E. Shepard, *mgr.*

St. Paul Advertising Co.
100 S. Wabasha St., St. Paul 1, Minn. Capitol 4-8811. C. L. Weschcke Jr., *vp;* D. Nelson, *treas.;* D. Downie, *prod. mgr.;* B. Harris, *libr*
Media Dept.: N. C. Elmquist, *b.*

Salesvertising Associates, Inc.
320 N. Dearborn St., Chicago 10, Ill. Superior 7-1722. Douglas Doolittle, *pres.;* G. S. Doolittle, *sec.*

Richard Salinger
308 Boylston St., Boston 16, Mass. Ke 6-1346. Richard B. Salinger, *pres., cpy. chf. & ae;* Daniel Enneguess, *art d & prod. mgr.;* Irving I. Sacks, *assoc.*
Media Dept.: Richard B. Salinger, *b & tb.*

Salow & Associates
30 Howe Ave., Passaic, N. J. Gregory 3-1414. H. Harvey Salow, *pres. & ae;* Orvel Carlson, *art d;* William Levison, *cpy. chf.;* Jo Catanzaro, *publ. d;* Gerard Nistal, William Benedict, *ae's.*
Media Dept.: Gerard Nistal, *d.*

Salzman Co.
119 W. 57th St., N. Y. 19. Ju 6-4188. Seymour Salzman, *o & ae;* Norma Lowenthal, *cpy. chf. & ae;* Mike Zisser, *art d.*

H. G. Sampler Advertising
Glenn Bldg., Atlanta, Ga. Alpine 4949. H. G. Sample, *pres. & ae;* Jim Lewis, *art d;* J. Halligan, *prod. mgr.;* Mitzi Sweetin, *cpy. chf.;* Jack Veller, *tv-rad. d & ae;* Etheleen Bowles, *publ. d;* Joan Lavenson, *rsrch. d.*
Media Dept.: H. G. Sample, *d.*

Arthur W. Sampson Co., Inc.
185 Devonshire St., Boston 10, Mass. Liberty 2-2277. Arthur W. Sampson, *pres., treas. & ae;* L. E. Sampson, *sec.;* Joseph F. Heffernan, *art d;* A. Earl Sawyer, *cpy. chf. & ae.*
Media Dept.: Arthur W. Sampson, *b.*

John H. Sampson Co.
53 W. Jackson Blvd., Chicago 4, Ill. Harrison 7-4090. John H. Sampson, *o.*

Samson Advertising & Merchandising Service
733 N. Eutaw St., Baltimore 1, Md. Mulberry 5300. Samson Feldman, *o;* H. Milton Feldman, *ae.*
Media Dept.: Muriel Miller, *b.*

M. L. Samson Co.
666 Lake Shore Drive, Chicago 11, Ill. Mohawk 4-6077. M. L. Samson, *chmn. bd. & pres.;* T. A. Dean, *vp;* T. J. Connelly, *sec. & treas.;* Phil Rubins, *cpy. chf.;* Skip Samson, *prod. mgr.;* Marian Kinsel, *rsrch. d.*
Media Dept.: M. L. Samson, *b.*

Lew Sanders Advertising
6 E. Monroe St., Chicago 3, Ill. Andover 3-1590. Lew Sanders, *o;* Frances Birndorf, *sec.;* Joe Friedman, *cpy.;* Edwin Katarski, *art & prod.*

Sanders Advertising Agency, Inc.
Interurban Bldg., Dallas 1, Tex. Riverside 7-1582. J. M. Sanders, *pres. & ae;* W. H. Cunningham, *vp & ae;* John W. Pauling, *vp & ae;* Al Carrell, *vp & ae;* Horace Peacock, *art d;* Jim Ogilvie, *prod. mgr.;* Tena Cummings, *tv-rad. d;* Dick McDonald, *ae.*
Media Dept.: P. H. Apple, *d.*

L. A. Sandlass Advertising Agency
219 W. Saratoga St., Baltimore 1, Md. Plaza 2-2993. L. T. Sandlass, *o;* Margaret M. O'Donnel, *sec.*

Ysobel Sandler Advertising, Inc.
1 Gramercy Park, N. Y. 3. Oregon 4-0400. Ysobel Sandler, *pres. & ae;* Jessie Rella, *sec.;* Louis Sandler, *treas. & prod. mgr.;* Julius E. Letsche, *art d.*

J. B. Sands & Co.
16 Brighton Ave., Boston 34, Mass. Stadium 2-8947. Jane B. Sands, *pres.*

Hal Sandy, Inc.
1045 Old Hartford Turnpike, New Haven, Conn. Atwater 8-0647. Newton W. Sanford, *o;* Dorothy C. Sanford, *sec.*

Newton W. Sanford
1045 Old Hartford Turnpike, New Haven, Conn. Atwater 8-0647. Newton W. Sanford, *o;* Dorothy C. Sanford, *sec.*

Sanger-Funnell, Inc.
60 E. 42nd St., N. Y. 17. Murray Hill 7-1513. Alan B. Sanger, *pres., treas. & ae;* Walter Funnell, *vp & ae;* Helene Beauchemin, *sec.;* John P. Corrado, *prod. mgr. (mag.);* August J. Thee, *prod. mgr. (prtg.);* Robert L. Neff, Robert L. Starski, *ae's.*

E. W. Sann & Associates
Plymouth Bldg., Minneapolis 3, Minn. Fe 5-8771. C. W. Stevenson, *o;* Gordon J. Anderson, *prod. mgr.*

James L. Saphier Agency, Inc.
9538 Brighton Way, Beverly Hills, Calif. Cr 1-7231. James L. Saphier, *pres. artists and sls. representatives.*

Porter Sargent Advertising
11 Beacon St., Boston 8, Mass. Lafayette 3-1670. F. Porter Sargent, *pres.;* Ann Carson, *prod. mgr.;* J. B. Fonzo, *cpy. chf.;* E. Nelson Hayes, *publ. d.*
Media Dept.: J. Gustafson, *b.*

Walker Saussy Advertising, Inc.
Penthouse Texas Co. Bldg., New Orleans 16, La. Canal 9212. Walker Saussy, *pres.;* John C. Shields Jr., D. W. Ziegelasch, *vp's;* Dorothea Schlesinger, *sec.;* Alvin C. Camus, *treas.;* Jacob J. Wolf, *art d;* Donald Levy, *prod. mgr.;* Jules Robert, Wallace Dorion Jr., P. J. Stakelum Jr., John Browne, I. J. Vidacovich, *ae's.*
Media Dept.: Stanley Starr, *tb.*

Savage-Lewis, Inc.
1807 Lyndale Ave. S., Minneapolis 5, Minn. Fe 9-7286. Addison Lewis, *chmn.;* Erie B.

AGENCIES

Savage Jr., *pres.;* Robert L. Sturgis, *vp;* William A. Dobson, *sec.;* Margie M. Saunderston, *ass't sec.;* Harvey R. Kruse, *treas.;* Judd L. Meester, *cpy. chf.;* Ann K. Franklin, *prod. mgr.;* John K. Henry, *art d;* Don Chemberlin, *rsrch. d. Ae's:* Harvey Kruse, J. A. Quint, William A. Dobson, Robert L. Sturgis, Carroll E. Crawford, Robert G. Hunt, Duane Gibbons.

Media Dept.: Robert L. Sturgis, *d.*

Wm. Savage & Co.

805 Fountain Square Bldg., Cincinnati 2, Ohio. Main 1-5351. William Savage, *o;* Mary Anne Bengel, *sec.;* William J. Favret, *prod. mgr.;* F. B. Calkin, *ae;* Thomas McDonough, *cpy. chf.;* Barry J. Savage, *mkt. rsrch.*

Frank B. Sawdon, Inc.

60 E. 56th St., N. Y. 22. Plaza 1-2156. Frank B. Sawdon, *pres. & ae;* Jerry Bess, *vp & ae;* Victor Sawdon, *vp & treas.;* Jack Wilcher, *tv-rad. prod. mgr.;* James Hackett, *tv-rad. coord.*

Media Dept.: Jerry Bess, *d;* Tom Mannos, *tb.*

Branch Office:
8721 Sunset Blvd., Hollywood, Calif. Crestwood 4-7585. M. B. Scott, *mgr.*

Saxe Co.

77 Park Ave., N. Y. 16. Murray Hill 4-0788. Sidney Saxe, *o;* R. Kahn, *art d;* R. Hebel, *prod. mgr.*

R. W. Sayre Co.

612 N. Michigan Ave., Chicago 11, Ill. Superior 7-1159. R. W. Sayre, *pres.*

Gil Sayward Associates

25 W. Broward Blvd., Ft. Lauderdale, Fla. Jackson 2-2925; Jackson 3-1698. Gilbert Sayward, *p & ae;* Elaine P. Sayward, *p, prod. mgr. & ae;* Roger McVicker, *art d;* Al Erwin, *cpy. chf. & ae;* Gail Bell, *traff. mgr.;* Clay Evans, *pub. rels. d & ae;* Edith Liner, *publ. d;* Lena Mae Jeffries, *rsrch. d;* Lucille Lively, *personnel d;* Donald Velsey, John Hagan, *ae's.*

Media Dept.: Margaret Hawkins, *d.*

Claude Schaffner Advertising Agency

65 Trumbull St., New Haven 10, Conn. University 5-1636. Claude Schaffner, *o;* Marcia J. Schaffner, *acctg. & finance;* Robert Marshall, *ass't.*

Schaler, Butler & Associates

1028 Conn. Ave., N.W., Washington 6, D.C. Republic 7-4400. Otto G. J. Schaler, *pres. & publ. d;* Jane Kennedy, *exec. ass't;* Gin Goff, *admin. ass't;* Jack Willis, *art d;* Elizabeth S. Schaler, *rsrch. d;* Dr. Manuel Cordero, *consult. Latin Amer. affairs;* Lucille Watson, *libr.;* Dr. Baldhard Falk, *assoc. & consult. European affairs;* Nelson B. Bell, *ae.*

Media Dept.: Otto G. J. Schaler, *d.*

Branch Offices:
225 LaFayette St., N. Y. Worth 6-1766. Kenneth Beer, *mgr.* West Berlin, Germany.

William Schaller Co., Inc.

1245 Farmington Ave., Hartford 5, Conn. Adams 3-9868. William C. Schaller, *pres. & ae;* William T. Goodwin, *vp & ae;* Elizabeth Schaller, *sec.;* Robert P. Cunningham, *art d;* Edwin Barrows, *prod. mgr.;* Nettie Allebach, *publ. d;* John A. Rodick, *vp & ae;* Lawrence Russell, *cat. div. mgr.*

Schank Advertising, Inc.

112 E. 19th St., N. Y. 3. Or 4-5116. Bernard L. Schank, *pres.;* Irvin S. Somers, Irving Solomon, *vp's;* Beverly Solomons, *sec.;* Bill Kemp, *art d;* Art Seifert, *art d;* Caz Zane, *prod. mgr.;* Ervin Mott, *mchdse. d;* Mimi Cohen, *publ. d.*

Media Dept.: Iris Cohen, *b.*

Scheck Advertising Agency, Inc.

9 Clinton St., Newark 2, N. J. Market 2-0480; 1; 2. Julius Scheck, *pres. & ae;* E. Grant Scheck, *vp & ae;* Murray Hirsch, *vp & ae;* Morris Scheck, *sec., treas. & ae;* Marcus Santiago, *art d & prod. mgr.;* Edward Bimberg, *cpy. chf.;* William Andrews, *ae.*

Media Dept.: E. Grant Scheck, *d;* Frank Craumer, *b.*

Branch Office:
601 Madison Ave., N. Y. Pl 3-0280. Murray Hirsch, *mgr.*

Scheel Advertising Agency, Inc.

1725 Doan Ave., E. Cleveland 12, Ohio. Glenville 1-4400. C. W. Scheel, *pres.;* Ruth Scheel, *sec. & treas.;* Mary Lendvay, *prod. mgr. Ae's:* Roy Grove, Roy Gumprecht.

William N. Scheer Advertising Agency

William N. Scheer, *pres.;* Joseph H. Golinko, *art d.*

Schenker Co.

2301 Wabansia Ave. W., Chicago 47, Ill. Armitage 6-1600. Sydney R. Raike, *pres. & ae;* J. E. Schenker, *vp & ae;* M. Rickabaugh, *art d;* C. D. Domin, *prod. mgr. & ae.*

Media Dept.: Sydney R. Raike, *d & b;* C. D. Domin, *b & tb.*

Chas. Schlaifer & Co., Inc.

4 W. 58th St., N. Y. 19. Murray Hill 8-1610. Charles Schlaifer, *pres. & ae;* Christy Wilbert, *vp, cpy. chf. & ae;* Evelyn Schlaifer, *vp, publ. d & ae;* Herbert Joseph, *ae.*

Media Dept.: Herbert Joseph, *d.*

Charles M. Schloss Advertising

1220 Huron Rd., Cleveland 15, Ohio. Prospect 1-8040. Charlse M. Schloss, *pres.;* Michael P. Syntax, *vp.*

Charles A. Schmitt & Associates

230 E. Ohio St., Chicago, Ill. Whitehall 4-7589. Charles A. Schmitt, *o-mgr.;* M. B. Schmitt, *sec.*

Jos. E. Schmitt, Inc.

122 N. Seventh St., St. Louis 1, Mo. Central 0594; 0595. Jos. E. Schmitt, *pres. & treas.;* Oliver F. Erbs, *vp;* A. M. Schmitt, *sec.;* Preston Bagent, *art d;* D. J. Been, *prod. mgr.;* Herbert L. Monk Jr., *cpy. chf.*

Joseph P. Schneider Advertising, Inc.

11 E. 44th St., N. Y. 17. Murray Hill 7-8294. Joseph P. Schneider, *pres.;* Alfreda Walsh, *exec. vp;* Philip Nemiroff, *sec.;* Pat Rosenstein, *ass't art d;* Mark Barry, *cpy. chf.;* Robert Shapiro, *prod. mgr.*

Media Dept.: Margaret Cassidy, *b.*

Schneider-Stogel Co., Inc.

286 Fifth Ave., N. Y. 1. Bryant 9-0668. David Schneider, *pres., cpy. & plans;* Philip Stogel, *vp, art d;* Martin Haber, *tv & rad.*

Harry Schneiderman, Inc.

141 W. Jackson Blvd., Chicago 4, Ill. Webster 9-3924. Harry Schneiderman, *pres.;* George J. Cullinan, *vp;* B. K. Schneiderman, *sec. & treas.;* John Kelly, James O'Toole, *art d's;* Bud Pruim, *prod. mgr.;* Dorothy Krueger, *prod. mgr.;* John Morgan, Lee E. Fischer, *ae's.*

Media Dept.: Doris Golow, *tb.*

Schnell & Associates

222 N. Wells St., Chicago 6, Ill. Central 6-2003. W. G. Schnell, *o;* R. Taaffe, *art d;* J. Gillis, G. O. Fossler, *ae's.*

Michael W. Schoen Co.

215 Fourth Ave., N. Y. 3. Gramercy 5-5233. Michael W. Schoen.

Media Dept.: Howard Klein, *ass't d.*

Gordon Schonfarber & Associates, Inc.

58 Weybosset St., Providence 3, R. I. Gaspee 1-4813. Gordon Schonfarber Jr., *pres. & treas.;* Rusell C. Edwards, *vp & prod. mgr.;* John B. Swift, *vp & cpy. chf.;* Richard A. Patterson, *tv & rad. d;* Amanda C. Olsson, *sec.*

Media Dept.: Amanda C. Olsson, *b.*

Schram Advertising Co.

22 W. Madison St., Chicago 2, Ill. Andover 3-6292. Ira P. Weinstein, *pres. & ae;* Raymond J. Henning, *vp & ae;* Lawrence M. Cohen, *vp & ae;* Wallace Mason, *sec., treas. & prod. mgr.;* Robert I. Solomon, *cpy. chf.;* Hillard Jasinski, *art d;* Fred Brody, *pub. rels. d.*

Mark Schreiber Advertising

1090 Fox, Denver 4, Colo. Alpine 5-2088. Mark Schreiber, *pres.;* Margene B. Schreiber, *sec. & treas.;* Rick B. Schreiber, *vp;* C. L. Tune, *vp;* Brad Battey, *prod.*

Media Dept.: Jim Farquhar, *rad.;* Bob Hahn, *tv.*

Schultz & Bailey

1536 S. E. 11th Ave., Portland 14, Ore. Belmont 4-8066. E. G. Schultz, *pres.*

Walter L. Schump Advertising

1138 Welton St., Denver 4, Colo. Keystone 4-6175. Walter L. Schump, *pres.;* M. Lipscomb, *assoc.*

Schuster & Schuster

2223 Hazelwood St., Saginaw, Mich. Pl 3-9593. G. Glade Schuster, *mgr.*

Schwab & Beatty, Inc.

488 Madison Ave., N. Y. 22. Murray Hill 8-3813. Victor A. Schwab, *pres., cpy. chf. & ae;* R. W. Beatty, *vp, sec. & ae;* R. Porter, *vp & ae;* A. J. Geyer, *art d;* N. C. Wingert, *prod. mgr.;* G. C. Violnate, *cpy. supvr.;* George F. Perkins, *tv-rad. d;* R. N. Sutherland, *rsrch. d & libr. Ae's:* J. M. Jenks, H. C. Daych.

Media Dept.: R. W. Beatty, *d & b.*

Branch Office:
38 E. 57th St., N. Y. 22. Plaza 1-1557. T. Perkins, *mgr.*

Harold S. Schwartz & Associates

1227 Loyola Ave., Chicago 26, Ill. Rogers Park 4-1502; 3. Harold S. Schwartz, *pres.;* Allen Alpern, *vp & prod. mgr.*

Media Dept.: Harold S. Schwartz, *b;* Aileen Burke, *b.*

Branch Office:
440 Bank of America Bldg., San Diego 12, Calif. Rupert Daugherty, *mgr.*

Robert Sconce Advertising

919½ Market St., Tacoma 2, Wash. Broadway 8377. Robert E. Sconce, *o & personnel d.*

Hunter Scott Advertising, Inc.

265 N. Van Ness Ave., Fresno 1, Calif. Adams 3-3283. Hunter Scott, *o & mgr.;* Charles Findley, Russell Lake, *vp's;* Mary Scott, *treas.;* Bob Voorhees, *art d.*

Media Dept.: Charles Findley, *d.*

Scott, Inc.

411 E. Mason St., Milwaukee 2, Wis. Broadway 6-1080. Harry H. Scott, *pres.;* Dr. Robert R. Aurner, *vp;* G. R. Hoffman, *sec.;* John A. Reynolds, *ae.*

Branch Office:
Janesville, Wis. Pleasant 2-4167. Harlan M. Long, *mgr.*

R. Jack Scott, Inc.

814 N. Michigan Ave., Chicago 11, Ill. Whitehall 4-6886. R. J. Scott, *pres. & ae;* Leo J. Krakover, *vp & creat. d;* Lucy A. Scott, *sec;* Harry Heilig, *treas.;* Jack Freeman, *art d. Ae's:* Lou Sargent, Joseph Pedott, E. H. Guy, Charles Spungin.

Media Dept.: A. J. Meyers, *d & b.*

M. B. Scott, Inc.

8350 Wilshire Blvd., Beverly Hills, Calif. Olive 3-5330. M. B. Scott, *pres.;* Evelyn Simpson, *rsrch. d & bkkpr.;* Walter Leftwich, *a supvr.;* Zallo Loston, *ae;* Byron Nieman, *cpy. chf. & prod. mgr.;* Victor Mall, *art d;* Jean Walker, *off. mgr.*

Media Dept.: Mary Ellen Wheeling, *d & tb.*

Scott's Advertising Agency, Inc.

11 Beacon St., Boston 8, Mass. Capitol 7-2425. Max B Klubock, *pres., treas. & rad. d;* Edith M. Ripley, *sec.*

Media Dept.: Harold M. Plotkin, *b & tb.*

Scrivener & Rice, Inc.

534 Burke Bldg., Rochester 4, N. Y. Baker 5-0066. Albert Scrivener, *pres.;* Stuart J. Rice Jr., *sr. vp.*

Seager Advertising Co.

34 State St., Rochester 14, N. Y. Locust 5462. Milton Seager.

Searcy Advertising Agency

401 Central Bldg., 530 S. W. 10th Ave., Portland 5, Ore. Atwater 6492. Morris L. Searcy, *pres.;* Kathryn A. Searcy, *vp;* Doris Arting, *bkkpr.;* Egon Reich, *art d;* Nancy Pritchard, Ruth Hoggard, *cpy. writers & prod.*

Seberhagen, Inc.

1601 Chestnut St., Philadelphia 3, Pa. Locust 4-1190. F. H. Seberhagen, *pres.;* William J. Nevin, *vp & treas.*

J. B. Sebrell Advertising Agency

300 S. Los Angeles St., Los Angeles 13, Calif. Madison 6-9397. J. B. Sebrell, *pres. & ae;* Gilbert Martinez, *art d;* Dick Porer, *prod. mgr.;* K. Pyle, *cpy. chf.;* P. W. Thomas, Harry Page, *ae's.*

Media Dept.: P. W. Thomas, *d & b.*

Russell M. Seeds Co., Inc.

919 N. Michigan Ave., Chicago 11, Ill. Whitehall 3-2133. Freeman Keyes, *chmn. bd.;* Edward D. Madden, *pres.;* Howard A. Jones, *exec. vp. Sr. vp's:* Harry B. Goldsmith Jr., E. Dean Landis, David Hale Halpern; *Vp's:* D. A. Reed, Lee Marshall; Fred Willson, *vp, d mktg. & mchdsg.;* Russell B. Young, *vp, d tv-rad.;* Dr. Jaye S. Niefeld, *vp chg. rsrch.;* Wallace Capel, *cpy. chf.;* Phil Schacherer, *cpy. supvr.;* Arthur R. Roberts Jr., *cpy. supvr.;* Barton G. West, *exec. art d;* Al Bergren, *art d;* Willard S. Berkson, *art d;* Edwin Fletcher, *d rsrch.;* Barbara Hartman, *prod. mgr.;* Richard R. Davis, *cont. & auditor.*

Media Dept.: Merle Myers, *tb;* Virginia Russett, *ass't tb;* A. H. Bergsten, Katherine Messick, *b's. Ae's:* Freeman Keyes, Edward D. Madden, Howard A. Jones, Harry B. Goldsmith Jr., E. Dean Landis, David Hale Halpern, Lee Marshall, Jesse L. Livermore, Dale Mehrhoff, D. A. Reed, Curt Kendall, P. J. Laven, Fred Willson, E. B. Peterson, Harold B. Rorke, Morton J. Chalek, V. E. Gallanos.

Branch Offices:
4 W. 58th St., N. Y. 19. Plaza 5-1900. David Hale Halpern, *sr. vp & mgr.;* Jesse L. Livermore, *vp;* Albert W. Allen, *vp;* Charles Chappell, *vp & art d;* Rudy Johnson, *art & prod. mgr.*

Media Dept.: Arthur Hempstead, *b & tb.*
Columbia Club, Monument Circle, Indianapolis 9, Ind. Melrose 5-1361. Paul Richey, *mgr.*
418 S. Robertson Blvd., Los Angeles 48, Calif. Lou Place, *mgr.*

Seelig & Co., Advertising

8147 Delmar Blvd., St. Louis 24, Mo. Parkview 7-6123. Leon Seelig, *pres. & ae;* R. W. Bickelhaupt, *vp & ae;* Shirley S. McCool, *sec.;* Joan C. Seelig, *treas.;* Ray Nehmen, *art d.*

Theodore H. Segall Advertising Agency

544 Market St., San Francisco 4, Calif. Su 1-6557. Theodore Segall, *pres.;* Michael I. Reshatoff, *art d;* A. Robert Karpenske, *cpy. chf.;* Virginia M. Herzberg, *personnel d;* Stewart G. Maclean, *ae.*

Media Dept.: Hazel B. Hudson, *d & tb.*

Roscoe W. Segar Advertising

2125 N.E. 48th Ave., Portland 13, Ore. At 7-3445. Mrs. Roscoe W. Segar, *o & rad. d;* D. Segar, *sec., treas. & ae;* D. D. Fitchard, *art d.*

Media Dept.: Mrs. Roscoe W. Segar, *b.*

Frederick Seid-Ralph Cahn Advertising

127 Montgomery St., San Francisco 4, Calif. Garfield 1-0360; Yukon 6-1534. Frederick Seid, *p & ae;* Ralph G. Cahn, *p & ae;* A. Prendergast, *prod. mgr.*

Hal Seidel Advertising

6654 Lankershim Blvd., N. Hollywood, Calif. Poplar 5-2254. Hal Seidel, *o;* R. I. Davis, *prod. mgr.*

William G. Seidenbaun & Co.

267 Fifth Ave., Burton Bldg., N. Y. 16. Murray Hill 3-3763. William G. Seidenbaum, *principal & ae;* Henry DeMuth, *art d;* Sam Rome, *prod. mgr.*

Media Dept.: Lee Gaynor, *d.*

S. T. Seidman & Co., Inc.

45 W. 45th St., N. Y. 36. Judson 2-0620. S. T. Seidman, *pres.;* S. Kalet Hohu, *art d;* Irving Fisher, *rsrch. d.*

Media Dept.: Irving Fisher, *d.*

Ken Seitz & Associates, Inc.

2040 W. Wisconsin Ave., Milwaukee 3, Wis. West 3-5304. Kenneth H. Seitz, *pres. & ae;* Eugene A. Bielawski, *exec. vp & prod. mgr.;* Arthur F. Shefchik, *vp & ae;* H. Donald McClellan, *vp & ae;* George R. Koebel, *vp, sec. & ae;* S. B. Benton, *treas.;* Harley Ward, *art d;* Alice Wissenhorn, *personnel d.*

Media Dept.: Joyce Taylor, *d.*

James C. Seix Co.

345 Madison Ave., N. Y. 17. Murray Hill 6-6368. James C. Seix, *pres.;* Jean Zemlowitz, *art & prod. d;* Martin Slattery, *rad. d;* Alexander Chaskelis, *Spanish cpy. chf.;* Eugenia Bedell, *publ. d;* Cornelia van der Linde, *editorial ass't.*

Media Dept.: Teri Parker, *d.*

Seklemian & North, Inc.

18 E. 48th St., N. Y. 17. Plaza 5-9700. Victor North, *pres. & ae;* M. Seklemian, *exec. vp & ae;* Walter Lurie, *vp & tv-rad. d;* Herbert V. Coughlin, *vp & ae;* Cary Jarratt Neale, *art d;* Samuel Pagliaro, *prod. mgr.;* Dana Blackmar III, *cpy. chf.;* Joan Schaefer, *traff. & personnel d;* James Brough, *pub. rels. d;* Dr. Franklin Cawl, *rsrch. d;* Joan Schaefer, *traff. & personnel d. Ae's:* Robert Hull, Martha Weyer, James Michelson, Jack Anspaugh, Alan Macnow.

Media Dept.: Ethel Fordsman, *d.*

Selders-Jones-Covington, Inc., Advertising Agency

3252 Broadway, Kansas City, Mo. Jefferson 1-5650. David V. Selders, *pres.;* Charles R. Eatough, *vp;* Albert M. Travis, *vp;* Bob Klamm, *tv & rad. d.*

Media Dept.: Geraldine Lay, *d.*

Richard H. Seller, Inc.

409 S. W. Stark, Portland 4, Ore. Capitol 2-9122. H. Richard Seller, *pres.;* E. L. (Andy) Seller, *sec., treas. & tv d;* Don James, *cpy. chf.;* Edw. DeTemple, Jean Ening, *art d's;* Clayton Peters, *prod. mgr.;* John Ralston, *tv d;* James White, *cont.;* Liz Morris, *tv-rad. prod. mgr.;* John Gale, Robert Rekate, *ae's.*

Media Dept.: E. L. (Andy) Seller, *d & b.*

Branch Office:
4215 W. Oregon St., Seattle 16, Wash. West

AGENCIES

0880. Ted Best, *mgr.*

Selvern Associates

44 E. 19th St., N. Y. 3. Algonquin 4-7491. Max Kaplan, *p;* Jack Silberman, *p;* Irving Berger, *d.*

Henry Senne Advertising, Inc.

75 E. Wacker Dr., Chicago 1, Ill. Randolph 6-6933. Henry J. Senne, *pres.;* W. H. Alexander, *vp;* R. D. Senne, *treas.;* Renee Dunnigan, *prod. mgr.;* Earl Hilland, *art d;* William Barth, *tv & rad. Ae's:* M. Main, J. Meyer, H. G. Senne.

Irving Serwer Advertising, Inc.

250 W. 57th St., N. Y. 19. Circle 6-2950. Irving Serwer, *pres. & ae;* Leonard Sacks, *exec. vp;* Florence S. Mantel, *sec. & treas.;* Art Kane, *exec. art d;* Richard Bertner, Robert Farber, *art d's;* Morris Baumstein, *prod. mgr.;* Lu Felson Burdick, *cpy. chf. & ae;* Mildred Fields, Joel Kaplan, Leonard Sacks, *ae's.*

Media Dept.: Beatrice J. Pollack, *d.*

Setco Advertising Co. (Div. of Sales Engineering & Training Co.)

7263 Lansdown Ave., St. Louis 19, Mo. Sterling 1-8609. Cass J. Lamb, *pres.;* George H. Hennkens, *vp;* Wm. E. Bauer, *sec. & treas.*

Severance & Brady, Inc.

Natural Gas Bldg., 601 Bangs Ave., Asbury Park, N. J. Prospect 5-0422. Malcolm Severance, *chmn. & pres.;* James P. Brady, *exec. vp.*

Sewell Advertising Agency, Inc.

203 Cigall Bldg., New Orleans 12, La. Tulane 2251. Granville C. Sewell, *pres. & treas.;* Robert J. Caire, *vp;* Arthur G. Radlauer, *sec.;* Al Moulin, *ae;* E. Franz, *prod. mgr.*

Shackelford Advertising Agency

6441 N. Figuero St., Los Angeles 42, Calif. Clinton 5-5142. L. A. Benner, *busi. mgr.;* I. Shackelford, *treas. & ae;* L. Miller, *art d & prod. mgr.;* J. H. Shackelford, *cpy. chf. & ae;* J. Jones, *ae;* M. Poulson, *publ. d;* M. Stanton, *rsrch. d & ae.*

Media Dept.: J. H. Shackelford, *d;* J. Jones, *b.*

Shaffer, Brennan, Margulis Advertising Co.

4 N. Eighth St., St. Louis 1, Mo. Main 1-2579. Sam B. Margulis, *pres., treas., rad. d & ae;* S. I. Rosenfeld, *vp, sec. & ae;* Malcolm Breckenridge, *prod. mgr.*

Media Dept.: Sam B. Margulis, S. I. Rosenfeld, *b's.*

Shaller-Rubin Co., Inc.

312 Fifth Ave., N. Y. 1. Oxford 5-4680. Milton G. Shaller, *pres.;* Samuel Wieder, *vp;* Mel Rubin, *sec. & treas.;* James N. Horne, *art d;* Lou Bronzman, *prod. mgr.;* William Russack, *creat. d.*

Leonard Shane Agency

6061 Hollywood Blvd., Hollywood 28, Calif. Hollywood 9-2258. Leonard Shane, *pres, tv-rad. d;* J. M. Lench, *vp, prod. mgr.;* Maxim Konecky, *vp.*

Media Dept.: J. M. Lench, *d;* Mrs. Mary Reynolds, *b.*

Ed Shapiro, Inc.

1612 Market St., Philadelphia 3, Pa. Locust 4-2877. Edward Shapiro, *pres. & ae;* H. H. Shapiro, *sec. & ae;* Edward L. Frater, *treas.;* Jack Garry, *art d;* Elinor L. Brown, *ae's.*

Shappe-Wilkes, Inc.

215 Fourth Ave., N. Y. 3. Gramercy 5-5560. Jesse Edwin Wilkes, *chmn, pres., treas. & ae;* Harold Becker, *vp, pub. rels. d & ae;* Mark C. Housman, *sec.;* Charles McCurdy, *art d;* Michael Avakian, *prod. mgr.;* Tom Baty, *cpy. chf.;* Lee Hopmeier, *rsrch. d. Ae's:* Samuel Groden, Lawrence Levine, Howard Kent, Tom Baty.

Media Dept.: Edna Jaccino, *d & b.*

Sharp Advertising Agency

2024 Westlake Ave., Seattle 1, Wash. Seneca 4164. Charles R. Sharp, *pres.;* V. Drucilla Sharp, *vp & treas.;* Clara Amburn, *sec.*

Jack T. Sharp Advertising Agency

2036 E. 22nd St., Cleveland 15, Ohio. Superior 1-1700. Jack T. Sharp, *pres.;* Nancy Goldman, *tv-rad. d;* Dolores Robb, *ass't tv-rad. d.*

Shaw Co.

2525 Beverly Blvd., Los Angeles 57, Calif. Dunkirk 5-9491. John B. Shaw, *pres. & ae;* Mary Cripps, Lionel Ormsby, *ae's.*

Media Dept.: Elaine Person, *d.*

John W. Shaw Advertising, Inc.

51 E. Superior St., Chicago 11, Ill. Mohawk 4-6323. John W. Shaw, *pres. & treas.;* David E. Guerrant, *vp & a supvr;* P. L. O. Smith, *vp & a supvr.;* Sigmund T. Seaman, *vp & a supvr.;* Norman R. Anderson, *vp & a supvr. Vp's:* Robert C. Milner, Ralph Stewart; William Ballard, *vp & mktg. d;* Bruce Baldwin, *creat. d;* Granville P. Hickman, Lee Teeman, William L. Chadsey, *art d's;* Dorothea Handte, *libr.;* Hath Kemper, *tv & rad. prod. Ae's:* William A. Ries, Edward L. Renno, William C. Pullman, Ray C. O'Keefe.

Media Dept.: Richard L. Rogers, *d;* Bobbie Landers, Isabel McCaulay, *tb's;* Ann Shaffer, *b.*

Shaw & Schreiber, Inc.

1420 Walnut St., Philadelphia 2, Pa. Pennypacker 5-8002. Irving L. Shaw, *pres.;* Sydney Schreiber, *sec. & treas.;* Joseph Schwendeman, *ae;* Stanley Miller, *art d;* M. Augarten, *prod. mgr.*

Shay Advertising Agency, Inc.

1610 Argyle Ave., Hollywood 28, Calif. Hollywood 4-1158. Jean G. Shay, *pres.*

Shecter & Levin Advertising Agency

309 Old Town Bank Bldg., Baltimore, Md. Plaza 2-4088. Louis E. Shecter, *p;* Jack L. Levin, *p;* Allen Shuham, *tv & rad. mgr.;* E. M. Levin, *rsrch.;* M. J. Rupp, *prod.*

Media Dept.: Jack L. Levin, *b;* Louis E. Shecter, *otdr;* Allen Shuham, *tb.*

J. William Sheets

2013 Fourth Ave., Seattle 1, Wash. El 6211. J. William Sheets, *prop.*

Charles Sheldon Inc.

1387 Main St., Springfield 3, Mass. 2-7461. Charles G. Sheldon, *pres. & treas.;* S. Eleanor Chillson, Carl J. Wulff, *vp's;* Margaret Cullen, *vp & sec.*

Sheldon-Fredericks Advertising Associates

175 Fifth Ave., N. Y. 10. Gramercy 7-5393. Frederick A. Schwartz, *co-p, py. chf. & ae;* Sheldon O. Schwartz, *co-p & art d;* Allen M. Schwartz, *creat. d, co-ordin. & ae;* Alan A. Brown, *mktg. & rsrch. d;* Lawrence Bassett, *tv d;* Richard Roffman, *publ d & pub. rel. d;* Cyril Kilb, *rad. d;* George Dauman, *disply & point of sls. d;* Elizabeth Reitzig, *sec. & libr. Ae's:* George Dauman, Sidney Hanfling, William Britton, Egon Parks.

Media Dept.: Frederick A. Schwartz, *b;* Lawrence Bassett, *tb & b;* Cyril Kilb, *tb & b.*

Vance Shelhamer Advertising Agency

22 S. Third Ave., Yakima, Wash. Gl 3-0311. Vance Shelhamer, *pres.;* Ethel Shelhamer, *vp;* Hal Halverson, *sec. & treas.;* Agnes Priest, *bkkpr. & off. mgr. Ae's:* John Winterringer, Richard Babb, Gordon Olson; Bee Dahl, Ethel Stapleton, *tv & rad. cpywriters;* Doris Stull, *tv d;* Ethel Stapleton, Mina Brown, *continuity writers.*

K. C. Shenton Advertising

179 Allyn St., Hartford, Conn. Chapel 6-5686. Kenneth C. Shenton, *pres. & ae;* William Jenks, *art d;* Bruce Hart, *ass't art d;* J. C. French, *ae;* Richard Coe, *ae;* Matthew B. Cole, *cpy. chf. & prod. mgr.*

Irvin Sherman Company Advertising

7507 Oxford Drive, St. Louis (Clayton) 5, Mo. Parkview 6-0425. Irvin Sherman, *o.*

Sherwood Agency, Inc.

20 E. 49th St., N. Y. Plaza 3-1761. V. Marans, *pres.;* M. Dubro, *sr. vp;* M. Margulies, *sr. vp;* W. Neylon, *sec.-treas;* Guy Chirico, *art d;* C. Blocker, *cpy. chf.*

Media Dept.: Myron Dubro, *d.*

Shevlo, Inc.

160 E. 38th St., N. Y. 16. Murray Hill 6-4534. Alan Shevlo, *pres. & ae;* Rita Shevlo, *vp, treas. & ae;* George Breslow, *art d;* John Margeotes, *prod. mgr.;* Bunny Brower, *cpy. chf. & publ. d.*

Media Dept.: Patricia Hanley, *d.*

Shivell-Hall Co., Inc.

10 E. 40th St., N. Y. 16. Murray Hill 2-9120. Kirk B. Shivell, *pres. & ae;* Maybelle F. Hall, *vp & ae;* Mildred M. Cudlipp, *treas.;* James B. Lowe, *art d;* Robert Rothschild, *prod. mgr.;* Paul Roth, *tv-rad. d.*

Media Dept.: Paul Roth, *b & tb.*

Shoaf Advertising Agency

119 Hennepin Ave., Dixon, Ill. 3-1291. L. C. Shoaf Jr., *pres.;* Joan Long, *sec. & treas.;* R. S. Cottle, *gen. mgr. & ae;* R. S. Bussler, *art d;* P. Koltz, *cpy. chf.;* W. E. Shake, G. Finkbeiner, *prod.*

Media Dept.: Z. A. Clegg.

Shohet-Meyer Advertising
360 S. Broadway, Yonkers 5, N. Y. Yonkers 8-2020; 1. Samuel H. Meyer, *o;* Morris Helfman, *prod. mgr, tv-rad. d;* Alvin J. Kietz, *art d;* Agnes Minehan, *rsrch. & libr. mgr.*

Raymond A. Sholl & Co.
26 Hampden Rd., Upper Darby, Pa. Raymond A. Sholl Sr., *p;* Raymond A. Sholl Jr., *p & cpy. chf.;* David B. Montgomery, *art d.*

Hal Short & Co., Inc.
718 W. Burnside St., Portland 9, Ore. Capitol 3-3167. Hal E. Short, *pres.;* William G. Pyle, *vp;* C. W. Altermatt, *vp & art d;* Mary Margaret Short, *sec., treas. & rsrch. d;* Ted Haines, *prod. mgr.;* Katherine B. Gordon, *cpy. chf.;* Ben Butler, *ae.*

John Shrager, Inc.
2 West 46th St., N. Y. 36. Judson 6-4562, 4563. Louis B. Shrager, *pres.;* Emily Shrager, *sec.;* John Shrager, *treas. & cpy. chf.;* Robert V. Frey, John Shrager, Mark Kanyon, *ae's.*
Media Dept.: Mary Kanyon, *mgr.*

Harry E. Shubart Co.
718 Colorado Bldg., Denver 2, Colo. Ac 2-1616. Carolyn S. Shubart, *pres. & tv-rad. d. Ae's:* John Dornberg, William Huseby, Owen Roberts.
Media Dept.: Fred Spigel, *b.*

Charles H. Sieck, Inc., Ltd.
1400 Holmby Ave., Los Angeles 24, Calif. Granite 3-3659. H. Charles Sieck, *pres. & treas.;* M. B. Sieck, *vp.*
Media Dept.: H. Charles Sieck, *b.*

Siegel, Colgrove & Associates
4050 Westport Rd., Louisville 7, Ky. Twinbrook 5-9486. Harold Siegel, *o & ae;* Ann Matson, *rsrch. d, cpy. chf. & ae;* Phil Colgrove, *creat. d & ae;* Henry Uitslag, *prod. d;* Robert Chadoin, *compt.*
Media Dept.: Harold Siegel, *d, b & tb.*

Harold J. Siesel Co.
216 E. 49th St., N. Y. 17. Plaza 9-6440. Alfred J. Siesel, *pres. & ae;* Leonard M. Scherer, *vp, ae & cpy. chf.;* D. William Silverstein, *vp & ae;* Nan Morrison, *vp, publ. d & ae;* Elizabeth Matthews, *vp, mchdsg, d & ae;* John T. Cisneros, *treas.;* Si Friedman, *art d;* Helen L. Greene, *assoc. art d;* Morton Friend, *prod. mgr.;* Daniel Siesel, Sebastian Sisti, *ae's.*
Media Dept.: D. William Silverstein, *d;* John T. Cisneros, *d.*

Edward Sigler Advertising
125 W. 72nd St., N. Y. 23. Endicott 2-4798. Edward Sigler, *pres. & ae;* Mildred Maltz, *sec.;* Harold Katz, *art d & prod. mgr.;* Philip Sigler, *cpy. chf. & ae;* Douglas Maltz, Kir George Karouna, *ae's.*
Media Dept.: Philip Sigler, *d & b.*

Alfred J. Silberstein-Bert Goldsmith, Inc.
16 E. 40th St., N. Y. 16. Alfred J. Silberstein, *pres.;* Bert Goldsmith, *exec. vp;* Lewis Nemerson, *vp;* Ted Gotthelf, *vp, creat. rsrch. d;* Harvey A. Robbins, *sec.;* Ruth Karp, *treas.;* Jules A. Blatteis, *prod. mgr.;* Albert Herman, Burton Linter, *art d's. In executive capacity:* Allen E. Braun, Ruth Avorn, Mildred Harrison, Arnold Reisinger, Ruth Wilson, Elizabeth Newitt-Solomon; Morris Samler, Robert Winternitz.

Sills & Slesinger
143 Madison Ave., N. Y. 16. Murray Hill 9-3363. Irving Slesinger, *prop;* Ed DiNunzio, *art d.*
Media Dept.: Mary D. Esquith, *b.*

Silton Brothers, Inc.
131 Clarendon St., Boston 16, Mass. Copely 7-3730. Myron L. Silton, *pres. & ae;* Jason N. Silton, *exec. vp & ae;* Earle W. Hoffman, *vp, tv-rad d & ae;* Andre B. Paquette, *vp & art d;* Ramon H. Silton, *treas. & ae;* Ruth B. Comerford, *ass't treas. & personnl d;* Selma Wolfson, *rsrch. d;* J. Lawrence Arnold, *mktg. serv. d;* Joseph Robinson, *prod. mgr.;* Michael S. Freeman, *ae.*
Media Dept.: Marie Kachinski, *b & tb;* Earle W. Hoffman, *d.*

Silver & Co., Printers Corp.
209 W. 38th St., N. Y. 18. Wis 7-4337. Arthur Way Silver, *pres.*

Silver & Douce
Brown-Marx Bldg., Birmingham, Ala. 1191-2. Ralph R. Silver, *pres.;* Helen Silver, *sec.-treas.;* Max Heldman, *art d.*

Paul Silver Advertising, Inc.
446B-448 Equitable Bldg., Baltimore 2, Md. Saratoga 7-7336. Paul R. Silver, *pres.*

Simmonds & Simmonds of Missouri, Inc.
611 Olive St., St. Louis 1, Mo. Chestnut 1-1162. Sherwin L. Tobias, *pres. & ae;* A. S. Cale, *vp & ae;* George X. Tobias, *sec. & treas.*

Simmons Advertising Agency
211 S. 4th, Grand Forks, N. Dak. 2-1001. E. E. Simmons, *chmn. bd;* S. D. Simmons, *sr. vp;* M. F. Frey, *vp;* Carl Emmerick, *vp;* E. M. Clemenson, *vp;* R. Rawson, *vp.*
Media Dept.: M. Frey, *exec. in chg.*

Simon Co.
1606 E. Burnside, Portland 14, Ore. Vermont 2128. John D. Simon, *o & ae;* Carl Gohs, *prod. mgr.;* Lloyd Allen, *art d;* O. R. Hartwig Jr., Jack Swenson, *ae's.*

Douglas D. Simon Advertising, Inc.
280 Madison Ave., N. Y. 16. Lexington 2-7873. Douglas D. Simon, *pres., sec. & treas.;* Charles Sandak, *vp & ae;* Carolyn Glass, *vp & ae;* Gene Federico, *art d;* Sidney Jerome, *prod mgr.;* David Biberman, *ae.*
Media Dept.: Anita Chinkel, *b.*

Simon & Gwynn
3329 Poplar Ave., Memphis 11, Tenn. Fa 7-1691. Milton Simon, *p & ae;* H. N. Gwynn, *p & ae;* Carlos E. Gordon, *art & prod. mgr.;* Olene Rollins, *traff. d. Ae's:* Dallas Nelson, W. E. Davidson, C. P. Cochran.

H. K. Simon Advertising
48 Fifth Ave., Pelham, N. Y. Pelham 8-1387. Hubert K. Simon, *o;* William L. Ryan, *art d.*

Mina Lee Simon Advertising Agency
175 Tremont St., Boston 11, Mass. Hancock 6-4170. Mina Lee Simon, *pres., prod. mgr. & ae;* Val Wilander, *art d;* Joan Cosman, *cpy.;* Alice D. Kaplan, *ae.*
Media Dept.: Val Wilander, *b.*

Simonds, Payson Co., Inc.
53 Exchange St., Portland, Me. Spruce 4-3971. L. Norton Payson, *chmn. bd.;* John H. Simonds, *pres. & ae;* Rufus H. Jones, *vp & ae;* Hartley C. Baxter, *exec. vp & ae;* William B. Hoffman, *ae;* John S. Handcock, *art d;* Roy Gerrior, *prod. mgr.;* Thomas D. Chellis, *tv-rad. d & ae.*
Branch Office:
9 Newbury St., Boston, Mass. Copley 7-2757. Roy C. Bruce, *mgr. & ae.*

Simons-Michelson Co.
Lafayette Bldg., Detroit 26, Mich. Woodward 3-3000. Leonard N. Simons, *p;* Lawrence J. Michelson, *p;* Richard N. Hughes, *tv-rad. d.*

Raymond L. Sines & Assoc.
291 Geary St. on Union Square, San Francisco 2, Calif. Sutter 1-8137; 8; 9. Raymond L. Sines, *o.*

David Singer Advertising
101 W. 55th St., N. Y. 19. El 5-5673. David Singer, *pres.;* Arthur Delor, *art d;* Elaine Forin, *prod. mgr.;* Shelley Good, *cpy. chf. & publ. d.*

Leonard M. Sive & Associates, Inc.
712 Broadway, Cincinnati 2, Ohio. L. M. Sive, *pres.;* Robert G. Grannen, *vp;* V E. Dwyer, *art d.*
Media Dept.: Margaret O'Connor, *b.*

R. J. Skala Co.
608 S. Dearborn St., Chicago 5, Ill. Wa 2-1972. R. J. Skala, *pres.*

Hal Slans Advertising
1170 Broadway, N. Y. 1. Murray Hill 3-6683. Hal Slans, *p.;* Beatrice Slans, *p;* Martin Tully, *art d;* Fredi Slans, *cpy. chf.*
Media Dept.: Max Rosenberg, *d;* Pat Maier, *b.*

Slauf Advertising Agency
549 W. Randolph St., Chicago 6, Ill. Franklin 2-4275. Frank J. Slauf, *o.*

Slayton-Racine, Inc.
515 Madison Ave., Toledo 4, Ohio. Cherry 8-3345. W. Lee Slayton Jr., *pres. & ae;* John L. Racine, *vp & ae;* Joseph C. Peters, *vp, pub. rels. d;* James Robison, *sec.;* Harold Kinder, *art d;* Glenn Stearns, *prod. mgr.;* Charles Cartwright, *cpy. chf.;* Helen Wright, *rsrch. d.*
Media Dept.: Alice Heyman, *b.*
Branch Office:
366 Madison Ave., N. Y. Joseph Peters, *mgr.;* Kurt Lassen, *ae.*

William J. Small Agency, Inc.
216 Tremont St., Boston 16, Mass. Liberty

2-8992. Wm. J. Small, *pres., treas., cpy. chf. & ae;* Charlotte Young, *sec.;* Benjamin Black, *art d;* Geraldine Ferrare, *prod. mgr.;* Lee Blum, *publ. & rsch. d;* Robert H. DeMinico, *ae.*
Media Dept.: Lee Blum, *d.*

Small & Gautreaux
327-22 St., Oakland, Calif. Templebar 2-6320. Hal A. Small, *co-p;* Dalton J. Gautreaux, *co-p;* Tyler Brooke, *prod. mgr.;* Erikka Nielsen, *art d;* T. Davis, *printg. mgr.*
Media Dept.: Vera Mason, *d.*

Paul Smallen Advertising
56 W. 45th St., N. Y. 36. Oxford 7-1645. Paul Smallen, *p & ae;* Harold Weinberger, *p & ae;* George Warren Delaney, *art d.*

Smalley, Levitt & Smith, Inc.
643 S. Olive St., Los Angeles 14, Calif. Mutual 5336. Jack Smalley, *pres. & ae;* Charles Levitt, *vp, treas. & ae;* Edwin Brandt, *sec. & ae;* Robert F. Leeper, *art & prod. mgr.;* Angie Rennels, *personnel d.*
Media Dept.: Helen Smith, *b & tb.*

Allen C. Smith Advertising Co.
20 W. 9th St., Kansas City 6, Mo. Ha 7438. Allen C. Smith, *o;* H. Kellar, *mgr.*

Allen R. Smith Advertising Agency
P. O. Lock Box 44, Woodsboro, Md. Vinewood 5-4182 (Walkersville Exchange). Allen R. Smith Sr., *o;* Allen R. Smith Jr., *a mgr.*

Ben Smith Advertising, Inc.
347 Madison Ave., N. Y. 17. Murray Hill 3-2534. Ben Smith, *pres.;* Rubye M. Smith, *vp.*

Smith, Benson & McClure, Inc.
8 S. Michigan Ave., Chicago 3, Ill. State 2-1931. R. Lloyd Smith, *pres., treas.;* Horace W. O'Connor, *vp & cpy. chf.;* Virginia Fairchild, *ass't treas.;* George Farrell, *art d.*
Media Dept.: John G. Schroeder, *d.*

Brad Wright Smith Advertising, Inc.
1900 Euclid Bldg., Cleveland 15, Ohio. Main 1-6490. Bradford W. Smith, *pres. & treas.;* Jack Engel, *vp.;* G. H. Franchally, *sec. & prod. mgr.;* R. W. Bandelow, *art d.*

Clyde H. Smith Advertising Co.
Box 734, Excelsior Springs, Mo. Clyde H. Smith, *o.*

Frederick Smith Advertising Agency
14 Elm St., Morristown, N. J. Jefferson 8-4311. Frederick A. Smith, *pres., art, prod. mgr. & ae;* Marjory J. Smith, *sec. & treas.;* Dwight C. Lang, *vp, cpy. chf., rsrch. d & ae.*

Smith & Ganz, Inc.
6642 Sunset Blvd., Hollywood 28, Calif. Hollywood 9-8234. Charles B. Ganz, *pres. & ae;* Gladys M. Yatko, *sec. & treas.;* Richard T. Parker, *prod. mgr., cpy. chf. & ae.*
Media Dept.: Jeff Clark, *d.*

Gordon Smith Advertising Service
Liberty Bldg., Yakima, Wash. Glencourt 7-6334. Gordon Smith, *o & ae;* Kay Steward, *cpy. chf.;* Mrs. Myrtle Eddy, *libr.*

Smith, Hagel & Knudsen, Inc.
30 E. 66th St., N. Y. 22. Plaza 9-7613. Raymond C. Hagel, *pres.;* William H. Knudsen, *exec. vp.;* John Wamser, *prod. mgr.;* Martin Neier, *traff. mgr.;* Martin Schreiber, *art d;* George H. Copeland, *pub. rels. d;* Mary Jo Schultz, *libr.*
Media Dept.: Peter Karp, *b.*

Harold R. Smith Agency
104 Ormond Pkway, Ormond Beach, Fla. Cl 3-5221. Harold R. Smith, *pres.;* Erma K. Smith, *cpy. chf.*

Joseph Smith Advertising
44 Church St., Burlington, Vt. Burlington 2-2891. Joseph Smith, *pres. & ae;* Donald Boutilier, *art d;* Jane Hickey, *cpy chf.;* Marie Edmundson, *rsrch. d;* George Smith, *ae.*
Media Dept.: George Smith, *b.*

Martin L. Smith & Co., Inc.
420 Madison Ave., N. Y. 17. Plaza 9-5656. Martin L. Smith *pres. & ae;* Stanley B. Weiner, *exec. vp. & ae;* Stanley Rapp, *vp & ae;* Murray Klein, *creat. d;* John LaBarbera, *prod. mgr.;* Gerald Charm, *art d;* Ted Wolfe, *art coordi.;* Dan Kornfeld, *tv-rad. d;* Oscar H. Haffner, *comp. Ae's:* Dorothy Fink, Martin Geisler.

Oliver F. Smith Advertising
420 Market St., San Francisco 11, Calif. Sutter 1-6647. Oliver F. Smith, *o.*

Ralph W. Smith Advertising Agency
722 Chestnut St., St. Louis 1, Mo. Chestnut 1-0698. Ralph W. Smith, *pres.;* Marie Heitz, *prod. mgr.*

Smith, Taylor & Jenkins, Inc.
223 Fourth Ave., Pittsburgh 22, Pa. Atlantic 1-9312. Robert M. Jenkins, *chmn., treas. & ae;* Ronald P. Taylor, *pres. & ae;* Leo M. Dillon *vp & sec.;* W. C. Sutherland, *vp & ae;* E. V. Hudson, *vp & ae;* J. A Petrencs, *vp & ae;* R. E. Quaid, *vp & ae;* Phillip Demme, *prod. mgr.;* L. B. Sterne, *rad d;* T. J. MacWilliams, *tv d;* J. J. Matelan, *otdr. adv. d. Ae's:* J. J. Matelan, R. K. Pearson, Charles McClelland, Charles Lindgren, John Angus, John J. O'Neil, John W. Whited.
Media Dept.: R. K. Pearson, *d.*

W. J. Smith Co.
Commonwealth Bldg., Louisville 2, Ky. Juniper 4-2163. W. J. Smith Sr., *pres treas. & prod. mgr.;* G. B. Smith, *vp & sec.;* H. D. Peltier, *cpy. chf. & ae;* I. M. Diebold, *rad. d;* P. M. Shaughnessy, W. J. Smith, Maurice H. Byrne, *ae's.*
Media Dept.: H. D. Peltier, *d.*

Smith & Williams Advertising
588 Fifth Ave., N. Y. 36. Judson 2-0590. Fred Smith, *chmn. bd.;* Carl O. Gustafson, *pres.;* H. R. Williams, *vp;* Catherine H. Smith, *treas.;* Virginia A. Kearns, *sec.;* John Ciampi, *art d;* George Bennett, *prod. mgr.* Dallas D. Binning, *ae.*

C. N. Snead Advertising Agency
612 Third St. S.W., Roanoke 16, Va. Di 4-6609. C. N. Snead, *o;* Elaine Patsel Oyler, *sec.;* Hunter McKendree, *compt. & off. mgr.;* Gordon Hunter, *art d.*
Media Dept.: C. N. Snead, *b & tb.*

Cory Snow, Inc.
655 Beacon St., Boston 15, Mass. Kenmore 6-2171. Cory Snow, *pres., treas. & ae;* Malcolm C. Choate, *vp & rerch. d;* Cory Snow, *ae.*
Media Dept.: Malcolm C. Choate, *d.*

Walter B. Snow & Staff, Inc.
9 Newbury St., Boston 16, Mass. Commonwealth 6-6684. Harold Bugbee, *pres. & treas.;* Carl Freyer, *vp, art d & ae;* Harold Pyne, *vp & ae;* John Messina, *prod. mgr.;* Edward P. Fogg, Charles E. Burns, *ae's.*

Robert Solby Co.
90 Riverside Drive, N. Y. 24. Susquehanna 7-0740. Robert Solby, *pres.;* Evelyn Solby, *admini. ass't;* Ralph Goode, *art d. Ae's:* R. Solby, B. Hanson.

Sommers-Davis, Inc.
136 S. 17th St., Philadelphia 3, Pa. Rittenhouse 6-9307. Howard G. Sommers, *pres., treas, art d & ae;* Alan H. Sommers, *vp, sec., prod. mgr. & ae;* Katherine M. Bernhardt, *ass't prod. mgr.*
Media Dept.: Katherine M. Bernhardt, *b.*

Ted Sommers, Inc.
1115 Main St., Bridgeport, Conn. Edison 6-3528. Theodore H. Sommers, *pres., treas. & ae;* J. B. Vickers, *vp, cpy. chf. & ae;* A. Robert Porter, *sec. & ae;* Dwight F. Fanton, *sec.;* David W. Mills, *art d & prod. mgr.*

Son De Regger Advertising Agency, Inc.
321 Eleventh St., Des Moines 9, Ia. Les Son De Regger, *pres. & ae;* A. H. Son De Regger, *sec.;* D. D. Neal, *art d;* J. P. Daniels, *prod. mgr.;* W. E. Juhre, *cpy. chf. Ae's:* Fred D. Carl, Ca. A. Hagerman, Gus Strauss.
Media Dept.: Les Son De Regger, *b & tb.*

Sonfield Associates, Inc.
3770-A Piedmont Ave., Oakland 11, Calif.

Sorensen Advertising Co.
154 E. Erie St., Chicago 11, Ill. Delaware 7-5030. R. A. Sorenson, *pres. & ae;* John H. Bull, *vp & ae;* Dorothy C. Samer, *sec.;* W. D. MacCourt, *art d;* H. K. Pumpian, *prod. mgr.*
Media Dept.: Dorothy C. Samer, *d.*

Southeastern Advertising Agency
444 Whitaker St., Savannah 5, Ga. 2-0084. *Principals:* Beatrice M. Williams, John O. Ellington Jr., John L. Williams Jr.; Vin Whitson, *art d.*

Southern Advertising Agency
432 W. Short St., Lexington, Ky. 5-0240. W. J. Mastin, *o-mgr.;* Etta Berry, *sec.;* Coburn Morgan, *art d.*

Southernads Advertising Agency
205 Stafford Pl. Arcade, Greensboro, N. C. Br. 2-8510. William R. Carroll, *o & art d;* Grace H. Carroll.

Southwest Advertising Agency, Inc.
504 N. 13th St., Waco, Tex. 4-1451; 4-1452. Ray Hicks, *pres.;* Sam R. Jones, *vp;* M. B. Jones, *sec.;* Jack Fortenberry, *art d;* Jim Doak, *graphic art;* I. R. Buchanan Jr., *ae.*

Sparrow Advertising Agency, Inc.
Farley Bldg., Birmingham 3, Ala. Al 1-0287. Paoli A. Smith, *pres. & treas.;* J. Martin Smith, *exec. vp & personnel d;* Frank S. Green, *vp, prod. mgr.;* Edwin M. Crawford, *sec.;* Percy C. Rouse, *art d.*
Media Dept.: Frank S. Green, *b;* Edwin M. Crawford, *b & tb.*

Spaulding & Way Advertising
141 Sico St., Rochester 4, N. Y. James B. Spaulding, *pres.;* Elmer E. Way, *sec. & treas.*

Jerry C. Spaulding, Inc.
201 Commercial St., Worcester 8, Mass. Pleasant 3-4789. C. Jerry Spaulding, *pres. & treas;* H. H. Hartwell, *sec.;* Harvey Ball, *art d;* Charles P. Rice, *prod. mgr.;* Robert F. Hayward, *ae.*
Media Dept.: Theresa Kalashian, *d.;* C. Jerry Spaulding, *space b.*

Martin K. Speckter Associates, Inc.
32 Broadway, N. Y. 4. Bowling Green 9-3438. Martin K. Speckter, *pres.*
Media Dept.: Martin K. Speckter, *b.*

Raymond Spector Co., Inc.
445 Park Ave., N. Y. Murray Hill 8-4407. Raymond Spector, *pres. & treas.;* Ned C. Smith, *chf. creat. activities;* Bert Schwartz, *client serv.;* Irving Trabich, *art d;* Bernard Ludin, *prod. mgr.;* Dick Blaine, *tv-rad. d;* Charles Goldberg, *rsrch. d;* Stella E. Koenigsberg, *cont.*

Speed & Co., Inc.
204 N. Liberty St., Baltimore 1, Md. Mulberry 5-1817-1818. Fletcher B. Speed Jr., *pres.;* Robert W. Simpson, *vp;* Miss Anne M. Engers, *sec. & treas.;* Richard L. Sands, *ae.*
Media Dept.: Anne M. Engers, *b & tb.*

Gordon Speedie Advertising
22 Harvard Ave., West Medford 56, Mass. Mission 3-3548. Gordon Speedie, *pres.;* Natalie Burnett, *art d.*

E. L. Speer Advertising Agency
4610 Washington Ave., Racine, Wis. Me 7-1281. Edward L. Speer, *prop.;* Richard Jensen, *art d;* Francis Johnston, *prod. mgr.;* John Fischer, *cpy chf.;* Mrs. L. Nelson, *publ. d.*
Media Dept.: Edward L. Speer, *b.*

Spellman Associates, Inc.
25 Huntington Ave., Boston 16, Mass. Copley 7-8050. John W. Spellman Jr., *pres. & treas.;* Philip J. Murphy, *ass't treas.;* Charles E. McDermott, *sec.;* Howard W. Fitzpatrick, *pub. rels. d;* Leonard Bernhardt, *mdsg. d.*

Sperry-Boom, Inc.
Union Arcade Bldg., Davenport, Iowa. R. V. Boom, *pres. & treas.;* Jane Sperry Boom, *vp, tv-rad. d;* Sam A. Preston, *vp;* A. E. O'Brien, *sec.;* Wayne Johnston, *art d. Ae's:* R. V. Boom, S. A. Preston.

E. J. Sperry Bakery Advertising
733 N. Rush St., Chicago 11, Ill. Superior 7-7470. E. J. Sperry, *cpy. chf. & personnel d;* Jerry Saxon, *tv-rad. d;* Mary Louise Newberry, *rsrch. d;* Winifred Small, *libr.*
Media Dept.: E. J. Sperry, *d, b & tb.*
Branch Office:
24 W. Ohio St., Chicago 11, Ill. M. L. Newberry, *mgr.*

Spielman Advertising Agency
120 E. Washington Ave., Santa Ana, Calif. Kimberly 7-4131. George H. Spielman, *pres & tv d;* Edythe L. Kirbo, *cpy. chf.*
Media Dept.: Edythe L. Kirbo, *d.*

Franklin Spier, Inc.
232 Madison Ave., N. Y. 16. Oregon 9-4441. Franklin Spier, *pres., treas. & ae;* George H. Lovitt, *vp & ae;* Mary J. Shipley, *sec. & ae;* Stanley Rapp, *creat. d & ae;* Ernie Gruber, *art d;* Stanley Aaron, *prod. & traff. mgr.;* Barbara Buell Brown, *ae.*
Media Dept.: Herman Sloane, *mgr.*

Rolfe C. Spinning, Inc.
4725 N. Woodward Ave., Royal Oak, Mich. Liberty 9-1115. Rolfe C. Spinning, *pres.;* William H. Spinning, *vp, treas. & sec.;* Jack Sutton, Earl Wareham, *ae's.*

Spitz Advertising Agency, Inc.
530 Oak St., Syracuse 3, N. Y. Gr 9-5581. William Spitz, *pres.;* Beverly Bianco, *tv-rad. co-ordin.*

Frederick A. Spolane Co.
Ridgefield, Conn. Idlewood 8-2340. Frederick A. Spolane, *ae;* Evelyn C. Richey, *art d;* L. Lawrence Richey, *prod. mgr.*
Media Dept.: Frederick A. Spolane, *exec. in chg. & b.*

Spooner & Kriegel
157 W. 57th St., N. Y. 19. Circle 6-2790. Philip Kriegel, *p, cpy. chf. & ae;* W. B. Spooner, *p & ae;* Robert A. Kriegel, *p & ae;* L. P. Hale, *prod. mgr.*

J. Andrew Squires
23 E. 26th St., N. Y. 10. Murray Hill 3-2636; 7. J. Andrew Squires, *pres. & ae;* Robert Parker, *art d & prod. mgr.;* Harriet B. Fischer, *ae.*
Media Dept.: H. B. Fischer, *d.*

Staake & Schoonmaker Co.
808 Kalamazoo Bldg., Kalamazoo 4, Mich. Fireside 3-1678. Carl R. Schoonmaker, *p & ae;* Mrs. Laura Andrus, *sec.;* E. H. Moss, *prod. mgr. & ae;* A. Williams, *ae.*

H. M. Stahl Advertising Agency
410 Cleveland Bldg., Rock Island, Ill. Ri 6-1431. H. M. Stahl, *o, mgr. & ae;* M. D. Levy, *sec.;* J. V. Clayton, *art d;* K. J. Francis, *tv-rad. d;* E. J. McAndrews, *ae.*

Staley Advertising Agency, Inc.
6801 S. Calhoun St., Ft. Wayne, Ind. Kenmore 2119. Raymond W. Staley, *pres.;* Paul R. Staley, *vp.*
Media Dept.: Raymond W. Staley, *b.*

Standard Advertising Corp.
718 W. Pike St., Clarksburg, W. Va. 4-6408; 4-6409. L. E. McWhorter, *pres. & treas.;* Keith Hufford, *sec.;* Charles Lynn, *art d;* K. J. Nuzum, *cpy. chf.*
Media Dept.: L. E. McWhorter, *tb.*

Stanley Advertising Agency
835 Tatnall St., Wilmington 1, Del. Olympia 5-2368. Stanley A. Damiecki, *ae, o & art d;* Thomas L. Skelly, *prod. mgr. & ae.*

Stanley Associates
2351 Vestal, Los Angeles 26, Calif. Hollywood 2-7654. Normandy 2-5282. P. M. Morris, *chmn. cpy. chf.;* Bob Morris, *pres., treas., tv & rad. d;* L. R. Morris, *vp;* Stanley Ehinger, *art d & prod. mgr.*
Media Dept.: P. M. Morris, *d & b;* Bob Morris, *tb.*

Stanley-Guerin Co.
1440 Broadway, N. Y. 18. Wi 7-0855. Harold S. Guerin, *pres. & ae;* Marc Dorian, *art d;* James J. Collins, *prod. mgr.;* Flora Begelman, *rsrch. d.*
Media Dept.: Leonard Young, *d & b.*

Staples Advertising, Inc.
Speed Bldg., Louisville 2, Ky. Juniper 5-3245. G. M. Staples, *chmn. bd. & pres.;* D. A. Sachs III, *exec. vp;* Alfred B. McCreary, *vp & sec.;* Richard Bensinger, *treas.;* Richard Bensinger, *rsrch. d.*
Media Dept.: Alfred B. McCreary, *tb;* D. A. Sachs III, *b;* M. J. Arterberry, *b.*

Staples & Staples
2119 Hanover Ave., Richmond 20, Va. 6-2739. Mrs. Henry Lee Staples, *pres.*

Staples & Associates, Inc.
1207 Grand Ave., Kansas City 6, Mo. Grand 1-7516. Lawrence S. Staples, *pres. & treas.;* Robert S. Staples, *vp;* Charles B. Blackmar, *sec.;* David M. Hartley, *tv-rad. d.*
Media Dept.: Mary K. Pertile, *d.*

Fred J. Stauffer Advertising
141 E. Market St., York, Pa. 7603. Fred J. Stauffer, *o & mgr.;* Jean E. Schaffer, *sec.*

Barton A. Stebbins Advertising
3142 Wilshire Blvd., Los Angeles 5, Calif. Dunkirk 8-8131. Barton A. Stebbins, *o.*
Media Dept.: A. W. Gudelman, *d.*

Hal Stebbins, Inc.
714 W. Olympic Blvd., Los Angeles 15, Calif. Rchmond 9-5317. Hal Stebbins, *pres.;* Paul Winans, Robert Laws, *vp's;* Edna Page Ackerman, *sec. & treas.;* Jack Eipper, Jack Vibber, *art d's;* Al Schuknecht, *prod. mgr.;* Harvey Q. Hickman, Richard Lewis, Margot Stevens, *ae's.*

Stedfeld & Byrne, Inc.
1526 Wooster Rd., Cleveland 16, Ohio. Edison 1-8642. Harold L. Stedfeld, *pres.;* Arthur J. Howe, *vp;* P. M. Holliger, *sec.*

Paul J. Steffen Co.
201 N. Wells St., Chicago 6, Ill. Randolph 6-9077. Paul J. Steffen, *pres., treas. & ae;* William J. Henning, *vp & cpy. chf., rsrch. d.*

publ d & ae; Susan Klazura, *sec.;* Duane C. Rice, *art d.*
Media Dept.: W. P. Jones, *b.*

Clem J. Steigmeyer Advertising
259 Central Bldg., Ft. Wayne, Ind. Anthony 1230. Clem J. Steigmeyer, *pres.;* John F. Steigmeyer, *ae.*

Stein Advertising Agency
1030 Midland Bank Bldg., Minneapolis, Minn. Fe 9-0589. Newton H. Stein, *o;* Jack Perper, *publ. d;* J. Perper, *ae.*
Media Dept.: Irene Manchester, *b.*

Stein Advertising Studios, Inc.
175 Fifth Ave., N. Y. 10. Algonquin 4-0197. Jacob Stein, *pres.;* Irene Stein, *vp;* Jacob Stein, *prod. mgr.*
Media Dept.: Jacob Stein, *b.*

Leonard Stein Advertising
136 E. 57th St., N. Y. 22. Plaza 3-4365. Leonard Stein, *o;* Irving Paderewski, *art d;* Patricia Sullivan, *cpy. chf.*

Leoda Steinheimer Advertising
2182 Railway Exchange Bldg., St. Louis 1, Mo. Chestnut 1-4054. Leoda Steinheimer, *o;* Mary E. Denton, *prod. mgr.;* Mrs. William Gavin, *art d.*

Steller, Millar & Lester, Inc.
2700 W. 3rd St., Los Angeles 57, Calif. Dunkirk 7-5377. H. V. Millar, *chmn. bd., sec., treas. & prod. mgr.;* Robert F. Millar, *pres.;* M. Millar, *vp;* R. L. Dickinson, *cpy. chf.;* Henry Cordova, *art d;* Hal O. Knutson, *ae, tv & rad.*
Media Dept.: Robert F. Millar, *b;* Frances Moody, *b.*

Brad Stephens Advertising
581 Boylston St., Boston 16, Mass. Commonwealth 6-6138. Brad Stephens, *o;* Marion F. Perry, *sec.;* Eunice A. Stephens, *treas.*

Carr Stepien Advertising, Inc.
2108 Payne Ave., Cleveland 14, Ohio. Superior 1-4511. Div: BT Nationwide Advertising Service. Theodore J. Stepien, *pres. & ae;* Jerry Carr, *vp, cpy. chf., tv-rad. d & ae;* Mary Jane Jusek, *sec. & treas.;* John W. Collister, *art d;* Betty Ann Macarthey, *publ. & prod. mgr.*
Media Dept.: Theodore J. Stepien, *b.*

Sterling Advertising Agency, Inc.
535 Fifth Ave., N. Y. 17. Murray Hill 7-3400. Saul M. Broun, *chmn. bd. & pres.;* Stanley Goodman, *exec. vp;* Harold Strauss, *vp & ae;* Morton S. Sirota, *compt.;* Robert Bellamy, *art d;* Harry Fleischmann, *prod. mgr.;* Dave Elliot, *creat, d;* Alfred B. Udow, *rsrch. d. Ae's:* Edith Marshall, Gertrude Neuren, Lesley Normandin, Stanley Goodman, Jack Meksin.
Media Dept.: Alfred B. Udow, *d, b & tb.*

Sternfield, Godley, Inc.
280 Broadway, N. Y. 7. Barclay 7-3030. S. I. Godley, *pres., tv-rad. d;* Frances C. Costello, *sec.;* S. S. Sternfield, *treas.;* Bernard Kleinman, *prod. mgr.;* Philip Scheft, *ae.*

Stern-Gabriel, Inc.
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Media Dept.: Betty M. Wilton, *b;* Ina Axelrod, *b.*

Nelson Stern Advertising
500 Film Bldg., Cleveland 14, Ohio. Tower 1-5255. Nelson Stern, *pres. & ae;* Willard Lunte, *art d;* Carol Kelto, *prod. mgr.;* Deanne Weiss, *cpy. chf.;* B. Stern, *ae.*
Media Dept.: Bruce Stern, *d.*

Stern, Walters & Simmons, Inc.
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Media Dept.: Gerald J. Stern, Lee J. Walters, Martin J. Simmons, *tbs.*

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39 E. 20th St., N. Y. 3. Or 4-5599. Marcella Tanner, *pres. & ae.*

Stevens-Davis Co.
600 W. Jackson Blvd., Chicago 6, Ill. State 2-6014. H. L. Lynn, *mng. p;* R. C. Montgomery, *p & gen. sls. mgr.;* C. G. Davis, *p, prod. mgr. & cpy. chf.;* C. J. Raft, *assoc. mgr.;* Paul Breitbarth, *art d.*

Fred D. Stevens Co.
14 Devereux St., Utica 2, N. Y. 5-0339. Fred D. Stevens, *o.*

Hermon W. Stevens Agency, Inc.
9 Newbury St., Boston 16, Mass. Copley 7-2757. M. L. Tyler, *pres. & treas.;* Ida E. Scott, *ass't treas.;* Anna M. Tyler, *libr.*
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Jewell F. Stevens Co.
28 E. Jackson Blvd., Chicago 4, Ill. Jewell F. Stevens, *pres., treas. & ae;* P. G. Stevens, *sec.;* Jack W. Middagh, *cpy. chf. & ae;* James Carmichael, Patricia Stevens, *ae.*

James A. Stewart Co.
Rosslyn Rd., Carnegie, Pa. Walnut 1-4112. James A. Stewart, *pres, rsrch. d. & ae;* George B. Stewart, *sec., treas. & prod. mgr.;* Earl W. France, *art d & ae;* Harold B. Stark, *tv d & ae.*
Media Dept.: Martha K. Zaletski, *b.*

J. L. Stewart Agency
1901 N. 75th Ave., Elmwood Park 35, Ill. Gladstone 3-7174. J. L. Stewart, *principal & ae;* Ralph Frey, *art d;* Laura H. Stewart, *mgr. & ae;* L. Vogel, *prod. mgr.*

Stewart-Taylor Co.
326 W. Michigan St., Duluth 2, Minn. Randolph 2-4421. A. W. Taylor, *pres., treas. & ae;* L. E. Marvin, *vp & ae;* A. W. Taylor Jr., *sec. & ae;* Gilbert Good, *ae.*

Stiller, Rouse & Hunt
250 S. LaCienega Blvd., Beverly Hills, Calif. Oleander 5-8550. George Stiller, *p. & ae;* Arthur Rouse, *p & ae;* Richard Berggren, *p. & ae;* Donald Hunt, *p & art d;* Richard Barrett, *rad. d & ae;* Vern Partlow, *publ. d;* Nora Lee Sleight, *libr. Ae's:* Robert Halff, Fred Ingalls, Robert Duden.
Media Dept.: Selma Stiller, *d & b.*

Glee R. Stocker & Associates
721 Olive St., St. Louis 1, Mo. Central 1-0742. Glee R. Stocker, *o;* R. E. Szesniak, *art d & prod. mgr.;* W. R. Cady Jr., *cpy. chf.;* William H. Mullgardt, *tv-rad. d;* W. R. Cady Jr., *publ. d.*
Media Dept.: A. B. Corkins, *b.*

R. M. Stocking Co.
1040 Sixth Ave., N. Y. 18. Chickering 4-7870. Robert M. Stocking, *pres.*

Stockinger Co.
400 E. St. Germain, St. Cloud, Minn. Bl 1-2140. E. L. Stockinger, *pres.;* Arthur E. Brandon, *art d;* L. Saatzer, *prod. mgr.*

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Media Dept.: R. A. McDowell, *d;* Rosemary Vordenberg, *b;* Sylvia Knecht, *tb.*

Stockwell & Marcuse
Industrial Bldg., Detroit 26, Mich. Woodward 1-4484. W. H. Stockwell, *p;* Philip R. Marcuse, *p;* J. C. Chandlee, *prod. mgr. & art d;* E. G. Frank, *cpy. chf.;* Donald R. Hodgins, *tv-rad. d.*
Media Dept.: W. H. Stockwell, *tb;* Philip R. Marcuse, *b.*

Stodel Advertising Co.
5611 Melrose Ave., Hollywood 38, Calif. Ho 9-7163. Edward C. Stodel, *pres, tv-rad. d & ae;* Charlotte Stodel, *treas., tv d & personnel d;* Clifford Levine, *prod. mgr.;* Ralph Pollack, *ae.*
Media Dept.: Charlotte Stodel, *tb;* Clifford Levine, *d & b.*

Stoetzel & Associates
307 N. Michigan Ave., Chicago 1, Ill. State 2-8927. H. S. Stoetzel, *pres.;* C. N. Kirchner, *exec. vp;* J. C. McDonough, *vp;* R. Rozema, *vp & prod. mgr.;* R. W. Neville, *vp & cpy.;*

chf.; A. Gierum, *sec. & treas.; Ae's:* H. W. Stoetzel, C. N. Kirchner, F. W. Dodge, R. J. Mitchell.

Media Dept.: Leona Murphy, *d.*

Stone-Heffner-Cook, Inc.

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Sid Stone Advertising, Inc.

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Media Dept.: Doris Dempsey, *d.*

Stone-Stevens, Inc.

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Media Dept.: Maxyne Stroisch, *b.*

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Media Dept.: Morry Storm, *d & b;* Jean E Schantz, *b & tb;* Barbara Belmont, *b.*

Branch Office:

3930 Lindell Blvd., St. Louis, Mo. Jean E. Schantz, *mgr.*

John Stover Advertising Agency

4416 N. High St., Columbus 14, Ohio. Ki 1201. John Stover, *pres.;* Virgie Camp, *sec.;* William Evans Jr., *art d.*

Strand, Moore & Strand, Inc.

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Media Dept.: Frank L. Strand, *d.*

Strauchen & McKim Advertising

6 E. 4th St., Cincinnati 2, Ohio. Main 1-1618; 1-1619. E. R. Strauchen, *sr vp & ae;* John V. Quackenbush, *jr. p & ae;* Thomas G. Lohre, *art d;* Gene Botts, *ass't art d;* Wendell P. Phipps, *prod. mgr.;* Holmes E. Leed, *mchdsg. d;* Emily Sowle, *traff. mgr.;* Robert W. Willen, *off. mgr.*

J. M. Straus & Co., Advertising

3625 W. 6th St., Los Angeles 5, Calif. Dunkirk 5-3961. Jack M. Straus, *pres. & o;* William S. Born, *mchdsg. d;* Castle Newell, *cpy. chf.;* Alan asker-Brown,*art d;* Exzelia M. Jovin, *exec. sec.*

Media Dept.: Tom V. Burr, *d.*

Strauss Associates

1831 Chestnut St., Philadelphia 2, Pa. Rittenhouse 6-8395. Adolph Strauss, *o.*

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Media Dept.: Helen A. Thomas, *tb;* M. C. Larrick, *b.*

Stromberger, Lavene, McKenzie

600 S. Lafayette Park Pl., Los Angeles 57, Calif. Dunkirk 5-2211. Theodore L. Stromberger, *pres.;* Don McKenzie, *vp & treas.;* Norval LaVene, *vp & sec.;* J. J. Franz Jr., *art d;* Walter S. Berk, *prod. mgr.;* Harmon O. Nelson, *tv-rad. d;* Henry C. Hinke, *busi. mgr.;* Ray Connors, *pub. rels. d;* Earl Timmons, *rsrch. d. Ae's:* A. Hays Busch, Peter Hemp, Don Holm, Frank Howe, Jack Leener, Frank McKibbin, Robert McMahan, John Parkinson, Tom Shea Jr., George Warfield, Charles Wilmarth.

Media Dept.: George Anthony, *d.*

Strouse & Co. Advertising

130 W. Hamilton St., Baltimore 1, Md. Saratoga 7-7226. Samuel S. Strouse, *o;* Anna D. McFaul, *chg. m.*

Alexander Strull Advertising, Inc.

156 N. Franklin St., Hempstead, N. Y. Leon Holub, *art d & prod. mgr.* Marilou Linicus, *cpy. chf., publ. d & ae;* Alexander Strull, *ae.*

Media Dept.: Alexander Strull, *d.*

Stuart Co.

744 Broad St., Newark 2, N. J. Mitchell 2-6344. W. H. Stuart Jr., *pres.;* William A. Kiehm, *art d;* V. Claire Joyce, *prod. mgr. Ae's:* Stephen J. Nagle, William H. Stuart Jr.

Studio Advertising Workshop

911 E. Empire St., Bloomington, Ill. 5-2675. Robert W. Popelka, *o;* Lyle E. King, *art d.*

Sturges & Associates

1407 Industrial Rd., San Carlos, Calif. Lytell 3-8071. Paul Sturges, *o;* A. R. Neptune, *vp.* H. S. Schuler, *ae;* Jane Cooney, *prod. mgr.;* J. Biederman, *art d.*

Miles H. Sucher Advertising

460 Market St., Williamsport, Pa. 2-1309. Miles H. Sucher, *o & ae.*

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Sudler & Hennessey, Inc.

130 E. 59th St., N. Y. 22. Plaza 1-1250. Arthur E. Sudler, *chmn. bd. & pres.;* Matthew J. Hennessey, *exec. vp & treas.;* Lorenzo Arranz, *vp, d plans & cpy.;* Herbert F. Lubalin, *vp & exec. art d;* James McMahon, *sec. & compt.;* Michael Sintal, *prod. mgr.;* David A. Bryce, M.D., *tech. d;* Alfred Golden, M. D., F.A.C.P. *tech. consult.;* Donald E. Clark, *cpy. d;* Richard C. Zahn, *d publ. & mkt. rsrch. Ae's.;* James Collette, Stuart Williams, Richard Zahn.

Media Dept.: Dorothy R. Ruddy, *d.*

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Media Dept.: William H. Sullivan, *b.*

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Branch Office:

6253 Hollywood Blvd., Hollywood 28, Calif. Hollywood 4-2119. John J. Van Nostrand, *vp;* Robert W. Ballin, *vp.*

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Superior Advertising Agency

25 E. Pearson, Chicago 11, Ill. Ro 1-1892. D. D. Guinaugh, *pres.;* H. T. Covington, *vp;* C. H. Hansen, *sec. & treas.*

Media Dept.: C. H. Hansen, *d.*

Superior Advertising, Inc.

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Media Dept.: Hilda Spirito, *b & tb.*

Sutherland-Abbott

581 Boylston St., Boston 16, Mass. Copley 7-8600. K. R. Sutherland, *p & ae;* Paul M. Abbott, *p & ae;* D. B. Bowman, *art d;* G. W. McGowan, *prod. mgr. Ae's:* J. H. Squier, J. A. Keary, J. S. LaTucky, R. W. Reynolds, F. L. Keller, T. R. Covey, D. D. Douglass, J. G. Kasten, G. P. Foster, C. E. Brown, G. C. Heaslip.

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Svolos Advertising Service

525 Marshall St., Shrevesport, La. 3-1475 Conni Svolos, *o-mgr.*

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307 S. Robertson Blvd., Beverly Hills, Calif. Bradshaw 2-2781. Charles K. Swafford, *pres.;* Sherman G. Mulle, *vp & sec.;* Murray C. Swafford, *vp & treas.;* Melvin C. Waldie, *vp & art d.*

Wayne S. Swanson Advertising

313 E. 40th St., N. Y. 16. Lexington 2-4947. Wayne Swanson, *prop.*

Sweeney & James Co.

1501 Euclid Ave., Cleveland 15, Ohio. Main 1-7142. Virginia Burrell, *p;* Marian S. Sweeney, *p;* J. E. Sorrell, *p & ae.*

Media Dept.: Lucie Lion, *d.*

G. F. Sweet & Co., Inc.

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Media Dept.: Milt Krist, *d.*

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Media Dept.: W. R. Peck, *d.*

Branch Offices:

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4512 N. Central Expressway, Dallas, Tex. Taylor 3-9963. W. N. "Bill" Morrow, *mgr.*

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Media Dept.: Milnor Roberts, *b all;* Richard W. Cooper, *b all;* Thomas E. Morgan, *b. indus.;* Edw. H. Sykes Jr., *b. all.*

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Media Dept.: Frank L. Butz Jr., *tb.*

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Media Dept.: Albert Drohlich, *d;* Gunther Goldsmith, *tb.*

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Media Dept.: Ray Lewis, *tb.*

Tom Talley Advertising, Inc.

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Media Dept.: Camille Santoro, *d.*

Tatham-Laird, Inc.

64 E. Jackson Blvd., Chicago 4, Ill. Harrison 7-3700. Arthur E. Tatham, *chmn. bd.;* J. Kenneth Laird, *pres.;* Harold C. Jensen, *treas.;* Fred Winter, *ass't treas.;* E. F. Hascall Jr., *admin. d;* Mary Kyak, *sec.;* Fred Tamke, *publ. d;* John H. Jameson, *cpy. chf.;* Dan Ryan, *d tv-rad. commls.;* Michael J. O'Connor, *mchdsg. d;* Thomas Casey, Arthur Cruttenden, *mchdsg. supvrs.;* M. H. Astrin, William Alston, Howard Gorman, *mchdsg. mgrs.;* Eldon Rohrsen, *prod. mgr.;* Wil Deppe, *a serv. dept.;* Dr. Donald Kanter, *creat. rsrch. d;* Arthur A. Simon, *mkt. rsrch. d. A supvrs.:* Herb Daniels, James Fitzmorris, Ralph F. Linder, Malcolm Lund, Guy Mercer, C. R. Standen, D. G. Watrous. *Ae's:* Currie Brewer, Philip Corper, E. J. Garvy, J. W. Gill, W. J. McEdwards, George Norris, J. P. Perry, Robert Ross, G. E. Schaefer, Paul Schlesinger, R. J. Urban.

Media Dept.: George A. Bolas, *d activities;* George F. Stanton, *ass't d;* John Allen, *program d;* Roy A. Boyer, John Singleton, Hack Ragel, *supvrs.;* Philip Gore, Annette Malpede, Sheila Sullivan, *print mgrs. Bdcst. mgrs.:* Mary Rodgers, John Deacon, Harold Bennett, Donald Grasse. *Ass't bdcst mgrs.:* Jacques Gossweiler, Patricia McMahon.

Branch Offices:

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1680 Vine, Hollywood 38, Calif. Hollywood 1-9228. Vic Hunter, D. L. Thompson.

George S. Taube Associates, Inc.

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Samuel Taubman & Co.

1831 Chestnut St., Philadelphia 3, Pa. Lo 4-0792. Samuel Taubman, *o;* Wyman Gould, *cpy. chf;* M. Taylor, *rad. d;* W. Enderle, *art d.*

Media Dept.: Samuel Taubman, *b.*

Taylor Advertising Associates, Inc.

1250 Wilshire Blvd., Los Angeles 17, Calif. Harry P. Taylor, *pres.;* J. B. Taylor, *sec. & treas.*

Media Dept.: J. B. Taylor, *d.*

Taylor & Greenough Co.

20-30 Beaver Rd., Wethersfield 9, Conn. Jackson 9-3378. William R. Greenough, *pres. & ae;* Frederick M. Taylor, *chmn.;* James J. Malarney, *vp, publ. d & ae;* Basil W. Schwartz, *vp, cpy. chf. & ae;* Alice B. Johnson, *treas.;* Joseph M. Burke, *sec.;* Paul J. Walter, *prod. mgr.;* Donald B. Coney, *traff.;* R. F. Augur, *rsrch. d;* Helen M. Hofferth, *mailing serv.;* Lucie S. Dorman, *libr.;* Richard Conway, *ae.*

Media Dept.: R. F. Augur, *d;* Lucie S. Dorman.

James C. Taylor, Jr. Advertising

120 S. Court St., Ottumwa, Ia. Murray 4-4054. James C. Taylor, Jr., *o.*

Taylor-Chalmers Advertising

Boyd Phelps Bldg., 10th & Washington Sts., Michigan City, Ind. Triangle 4-6251.

Taylor-Norsworthy, Inc.

820 N. Harwood St., Dallas 1, Tex. Prospect 7773. J. B. Taylor, *pres.;* T. W. Norsworthy, *exec. vp;* B. C. January, *tv & rad. d;* Martha McClain, *prod. mgr.*

Media Dept.: Mrs. Helen Barham, *d.*

Tech Adgency, Inc.

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Media Dept.: V. L. Marcinak, *d & b;* M. M. Winthrop, *tb.*

Telesales Co. Television Advertising

350 Fifth Ave., N. Y. 1. Lackawanna 4-1150. Robert L. Zimler, *pres.;* Dorothy Wagman, *tv prod. mgr.;* Norman B. Yarmis, *cont. Ae's:* Robert L. Zimler, Ruth Goodkind, Jack Burry, William Miller.

H. H. Teplitz Advertising Agency

185 N. Wabash Ave., Chicago 1, Ill. Randolph 6-2413. Henry H. Teplitz, *o.*

Karl Thall Advertising Agency, Inc.

118 E. 28th St., N. Y. 16. Murray Hill 6-5566. Karl Thall, *pres.;* Ethel Thall, *sec.-treas.;* Karl Thall, *prod. mgr. & ae;* Louis Albert, *cpy. chf., rad. d, pub. rels. & ae;* Oscar Parenti, *art d;* Herbert P. Paschel, *rsrch. d. Ae's:* Nathan Suckerman, Sam Cohen, Lawrence Phillips.

Media Dept.: Ethel Thall, *d & b;* Karl Thall, *b & tb.*

Thatcher Manley Advertising

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505 Main St., East Orange, N. J. Or 2-7944. Charles G. Thoma, *p;* Arthur W. Gill, *p;* R. McGivney, *prod. mgr.;* E. J. Estep, *art d.*

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Media Dept.: C. Vitaliano, *b.*

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411 Patterson Bldg., Fresno, Calif. Am 4-5071. George L. Thomas.
Media Dept.: Alberta Duvall, *d & tb.*

Geo. E. S. Thompson Advertising Consultant
1006 Pierce Bldg., Oakland 12, Calif. Twinoaks 3-9193. Geo. E. S. Thompson, *o & mgr.;* Kay Utlant, *sec.;* M. R. Thompson, *treas.*

J. Walter Thompson
420 Lexington Ave., N. Y. 17. Murray Hill 6-7000. Stanley Resor, *chmn.;* Henry C. Flower Jr., *v. chmn.;* Samuel W. Meeks, *v. chmn.;* Norman H. Strouse, *pres.;* Howard Kohl, *vp & sec.;* Edward G. Wilson, *vp & acting treas.;* Dan Seymour, *vp & tv-rad. d;* H. Bart McHugh, *vp & assoc. tv-rad. d;* John F. Devine, *vp & tv-rad. admin.;* Robert E. Buchanan, *vp & tv-rad. grp. hd.;* Storrs Haynes, *tv-rad. grp. hd.;* Woodrow Benoit, *tv-rad. grp. hd. Vp's:* Stever Aubrey, Arthur T. Blomquist, Joseph E. Boyle, Everett C. Bradley, Robert E. Buchanan, James J. Cochran, Robert T. Colwell, Robert E. Dennison Jr., John F. Devine, Samuel B. Dobbs, Margaret King Eddy, Wallace W. Elton, Eli Gordon, Edward B. Graham, Maurice F. Hanson, Howard Henderson, Henry R. Hermann, Kennett W. Hinks, C. Maurice Holland, Thayer Jaccaci, Arno H. Johnson, Henry C. L. Johnson, John J. Kirn, Donald R. Longman, Paul M. Lund, Garrit A. Lydecker, Standish C. Marsh, Robert E. McDonald, H. Bart McHugh Jr., Ezra A. McIntosh, William N. McKamy, William C. McKeehan Jr., John Monsarrat, John H. Morse, Philip F. Mygatt, Thomas F. O'Grady, Sidney A. Olson, Arthur A. Porter, Samuel C. Ralis, Lucile Platt Reaves, Vergil D. Reed, Charles A. Rheinstrom, Edmund C. Rice, George P. Richardson Jr., Edward N. Robinson Jr., John Russo, O'Neil Ryan Jr., Dan Seymour, Edmund J. Smith, Lewis F. Snyder, Frank B. Stephenson, Nancy F. Stephenson, Joseph Stone, Winfield Taylor, Edward F. Thomas, Ruth F. Waldo, Samuel P. Walker, Edward B. Wilson II, Richardson K. Wood, Shirley F. Woodell, William Fiske Wright, William Pelton Wright Jr., Stanley J. Quinn Jr.
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Media Dept.: John deBevec, *d.*
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Media Dept.: Mrs. Frances Austin, *tb.*
220 Miracle Mile, Coral Cables 34, Fla. Highland 3-4629. Eugene Austin, *mgr.*
311 Palmer Bldg., Atlanta 3, Ga. Jackson 3-1744. Archer B. Greisen. 20 N. Wacker Drive, Chicago 6, Ill. Andover 3-3869. H. Perry Driggs.
3620 Carew Tower Bldg., Cincinnati 2, Ohio. Dunbar 1-1825. William A. Smith.
2440 Republic National Bank Bldg., Dallas, Tex. Riverside 1-4584. J. William Brauer.
818 17th St., Denver 2, Colo. Acoma 2-9509. R. J. Smith.
1211 Commerce Trust Bldg., Kansas City 6, Mo. Victor 2-0623. John R. Fulwiler.
313 International Trade Mart, New Orleans 12, La. Tulane 7654. Walter V. McGreevy.
913 Capitol Club Bldg., Raleigh, N. Carolina. Temple 3-7295. John D. Minter.
1737 DeSales St., N.W., Washington, D.C. National 8-6140. Loy Baxter.

Thompson-Koch Co., Inc.
1450 Broadway, N. Y. 18. Lackawanna 4-6400. Robert A. McNeil, *pres.;* Robert J. Bohman, *vp & art d;* George F. Deins, *vp & cpy. chf.*
Media Dept.: Robert Harrison, *b;* Robert W. Hall, *tb.*

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Media Dept.: Marjorie Olson, *d.*

Richard Thorndike Agency
58 Weybosset St., Providence 3, R. I. Gaspee 1-4157. Richard Thorndike, Philip W. Thomas.

Grant Thuemmel Agency
418 Portland Trust Bldg., Portland 4, Ore. Capitol 3-7077. Grant Thuemmel, *o.*

E. C. Tickner
58 Chatham Rd., Short Hills, N. J. Drexel 6-1776. V. Schmauder, *prod. mgr.*

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Media Dept.: Walter Tilds, *d & b;* John Bainbridge, *tb.*

Morris Timbes, Inc.
220 St. Michael St., P. O. Box 335, Mobile 3, Ala. Hemlock 2-7577. Morris Timbes, *pres., cpy. chf.*
Media Dept.: Morris Timbes, *d.*

Timely Associates, Inc.
70 E. 45th St., N. Y. 17. Murray Hill 4-0286; 7. Daniel R. Prosnit, *pres.;* Howard Bauman, *vp & art d;* Shirley F. Prosnit, *sec. & treas.;* C. N. Jensen, *ae.*

Ralph Timmons, Inc.
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Media Dept.: Ralph Timmons, *b.*

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Media Dept.: Stanley R. Tippett, *exec. in chg.;* O. W. Tippett, *b all m;* S. R. Tippett, *b, all m;* Leonard H. Russell, *b all m.*

Tobias & Co.
121 Church St., Charleston 1, S. C. 2-4438. Thomas J. Tobias, Rowena W. Tobias, *p's;* D. H. Shopoff, *advtg. d;* Robert M. Smith, *art & prod. d;* Al Martin, *publ. d.*

Todd and Associates
84 S. First St., San Jose, Calif.; CY 2-6745; A. Ruric Todd, *o;* Frank M. Eicher, *mgr.*
Media Dept.: Mrs. Wilma Green.

Coleman Todd & Associates
248 Park Ave. W., Mansfield, Ohio. La 4-9211. Coleman B. Todd, *pres. & ae;* Lowell B. Bourns, *vp & ae;* P. J. Linster, *treas.;* C. W. Bowen, *creat. & art d;* Ray Vincent, *art d;* M. T. Hooker, J. W. MacLean, Gene Lew, *ae's.*

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Media Dept.: Empire State Bldg., N. Y. 1. Bryant 9-6660.

Charles Tombras & Associates
Fidelity Bank Bldg., Knoxville, Tenn. 5-9424. Charles P. Tombras, *pres.;* Evan A. McLean, *vp & ae;* Dale Johnson, *rsrch. d & ae.*

Media Dept.: Evan A. McLean, Dale Johnson, *bs.*

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Tove Advertising
185 Madison Ave., N. Y. 16. Murray Hill 3-5475. H. B. Tove, Florence G. Tove, *p's;* Judith L. Rosenberg, *prod. mgr.*
Media Dept.: Judith L. Rosenberg, *b.*

Arthur Towell, Inc.
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Media Dept.: Thomas Towell, *d.*

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64 E. Lake St., Chicago 1, Ill. Central 6-8616. Maurice A. Berman, *pres.*

Media Dept.: May Shamberg, *b.*

Robert Towers Advertising, Inc.
250 W. 57th St., N. Y. 19. Robert Towers, *pres. & treas.;* Martha Towers, *vp & sec.;* Richard B. Luden, *art d;* Theodore Smith, *prod. mgr.*

Media Dept.: Doris R. Prillo, *d.*

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210 Main St., Hackensack, N. J. Diamond 2-6070. Wm. G. Irving, *o;* H. B. Wilkinson, *art d;* Benjamin Kluger, *cpy. chf.;* Samuel S. Grossman, *publ. d;* Rena J. Woods, *personnel d. Ae's:* Charles R. Beyer, Robert Keane.

Town Crier Agency
Wickham Bldg., Council Bluffs, Ia. 7768—Omaha, At 9622. D. H. Filbert, *p, publ. d & ae;* N. H. Filbert Jr., *p, tv-rad d & ae;* Irene Eyberg, *prod. mgr.;* A. Johnstown, *libr.*

Media Dept.: N. H. Filbert Jr., *tb.*

W. L. Towne Advertising
10 E. 40th St., N. Y. 16. Murray Hill 9-6585. Robert D. Towne, *pres. & ae;* Charles M. Fina, *art d;* Wilbert F. Shahbaz, *prod. mgr.;* Richard Steensma, Kenneth L. Kline, *ae's.*

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Media Dept.: Ernestine Parker, *d.*

Branch Offices:
2332 W. Holcombe Blvd., Houston, Tex. Mohawk 7-3306. Clay W. Stephenson, *exec. vp.*

Media Dept.: Helen J. Sanford, *exec. in chg.*
521 Royal St., New Orleans 16, La. Canal 9278. Kenneth F. Browning, *vp.*
Part 942, Suburban Station Bldg., 1617 Pennsylvania Blvd., Philadelphia 3, Pa. Rittenhouse 6-7186. William Wallace Brown, *exec. in chg.*

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Media Dept.: Melvin S. Glickman, *d.*

Triangle Advertising Agency, Inc.
864 N. Wabash Ave., Chicago 11, Ill. Whitehall 4-7540. K. A. Ford, *pres. & ae;* W. Allan Evans, *art d;* Jo Ford, *vp, d publ. rels.;* Ray W. Fick, *ae.*

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Media Dept.: Shirley Peterson, *d.*

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Media Dept.: Ann Stone, *d & b;* Willy Brasile, *tb.*

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Media Dept.: L Whittelsey, *d;* Frances Wright, *tb.*

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Media Dept.: Wallace Brown, *b.*

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Media Dept.: J. H. Newman, *acting d.*

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Ullrich & Brown Advertising
P. O. Box 13175 3401 Buffalo Drive, Houston 19, Tex. Ja 9-6191. Edward Ullrich, *p & ae;* Douglas H. Brown, *p & ae;* T. E. Van Landingham, Robert Cullen, *art d's;* Grady Triplett, *publ. d;* John Hadfield, Carl Bond, *cpy.;* Grady Triplett, *ae.*

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1 N. Wililam St., Mt. Prospect, Ill. Clearbrook 5-7629. C. J. Ulrich, *pres. & treas.;*

E. Ulrich, *sec.*
Media Dept.: C. J. Ulrich, *tb.*

Ungar & Fruhling
521 5th Ave., N. Y. 17. Oxford 7-5983. Albert J. Ungar, *mng. p.*

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Media Dept.: Wm. Kerins, *d;* J. Duringer, *tb.*
Branch Office:
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Universal Advertising Agency
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Valentine-Radford
1016 Central St., Kansas City 5, Mo. Vi 5104. H. S. Valentine Jr., *p & ae;* E. K. Radford Jr., *p & ae;* Jack O'Hara, *p;* G. W. Hawley, *p & ae;* J. O. Jones, *ae.*

Vanadia Associates
59 Halsey St., Newark 2, N. J. Ma 3-9044. Alexander Vanadia, *pres. & ae;* Arnold Carkhuff, *art d;* Janet Oliver, *ass't art d;* Alex Vanadia Jr., *off. mgr.;* Robert Krowicki, *photo. d.*
Media Dept.: Alex Vanadia Jr., *d.*

Van Auken, Ragland & Stevens
326 W. Madison St., Chicago 6, Ill. Franklin 2-2910. (see Hanson & Stevens, Chicago, Ill.)

Mabel Van Delinda Advertising
1562 Main St., Springfield 3, Mass. 3-6033. Mabel Van Delinda, *o & b.*

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Van Dine Agency, Inc.
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Media Dept.: Jules Grosby, *b.*

John B. Van Domelen Agency
327 Federal Square Bldg., Grand Rapids 2, Mich. 9-3453-4. John B. Van Domelen, *o;* E. J. Logie, *publ. d;* Gren Coombes, *art d.*
Media Dept.: John B. Van Domelen, *b & tb.*

Vanguard Advertising
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Van Handel Advertising Agency
324 E. Wisconsin Ave., Milwaukee 2, Wis. Broadway 3-7108. Eugene T. Van Handel, *p;* Kenneth D. Stevens, *p & ae.*
Media Dept.: Kenneth D. Stevens, *b.*

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Media Dept.: Robert L. Haring, *b.*

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Media Dept.: Urban H. Moss, *d;* William H. Watson, *b.*

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Media Dept.: Laura N. Yellowlees, *d & b.*

Charles E. Vautrain Associates, Inc.
560 Dwight St., Holyoke, Mass. Jefferson 2-3884; 3-3549. Charles E. Vautrain, *pres. & treas.;* Robert C. Vautrain, *prod. mgr.;* Janice M. Golota, *sec.;* George Coderre, *art d;* Stephen Czerwinski, *cpy. chf. & ae;* Mabelle C. Bowen, *libr.;* James Barrett, *compt.*
Media Dept.: Robert C. Vautrain, *b.*

M. Belmont Ver Standig, Inc.
1917 "I" St. N.W., Washington 6, D. C. Republic 7-2929. M. Belmont Ver Standig, *pres. Vp's:* Helen Ver Standig, Richard McNiel, Wilson Scott; Nancy B. Milewski, *sec.;* Richard L. Hays, *art d;* Samuel H. Knick, *prod. mgr.;* James W. Young, *cpy. chf.;* Joseph Resch. *mchdse. d;* Albert Small, *rsrch. d;* Mary Kersey Harvey, *pub. rels. d. Ae's:* Helen Ver Standig, Chuck Trippe, Jay Stackig, William B. Perry, James S. Willoy, Alice Givens, Tom Kaufman, Robert McGee.
Media Dept.: Mary G. Hammack, *d & b.*

Jay Victor & Associates, Inc.
1225 Raymond Blvd., Newark, N. J. Market 3-8487. Jay Victor, *pres. & treas.;* Beatrice Victor, *vp & sec.*

Victor & Richards, Inc.
565 Fifth Ave., N. Y. 17. Oxford 7-6960. Richard H. Davimos, *pres., treas.;* Victor D. Lindeman Jr., *vp, sec., tv d;* Casper Pinsker Jr., *art d;* M. Smith, *cpy. chf.;* P. Seager, *rsrch. d.*
Media Dept.: Victor D. Lindeman Jr., *b;* Casper Pinsker Jr., *b;* Janet A. Murphy, *tb.*

Carlo Vinti Advertising
551 Fifth Ave., N. Y. 17. Murray Hill 2-8061. Carlo Vinti, *o;* W. B. Wilson, *art d, posters;* Alfred Franceschetti, *art d, newspapers;* Joseph Vinti, *prod. mgr.;* August Mauro, *cpy. chf.;* Beatrice Messina, *sec.*
Branch Offices:
San Francisco, Calif. Douglas 2-8966. Gelsi Medeot, *mgr.*
Chicago, Ill. Sa 2-1700. A. Lupi, *mgr.*

Joseph S. Vogel & Co.
396 Woodland Pl., S. Orange, N. J. So 3-0032. Joseph Spiel Vogel, *pres.;* Louis Spiel Vogel, *vp.*

W. L. Vomack, Inc.
1723 Jerome Ave, B'klyn 35, N. Y. William L. Vomack, *pres. & ae;* John Vomack, *vp & ae;* Mrs. Esther Sherman, *sec. & treas.;* Renny Lee, *art d & prod. mgr.;* Mrs. Ann Wiener, *tv-rad d;* Mrs. Wanda Kranz, *personnel d;* Philip Laban, *ae.*
Media Dept.: Mrs. Ann Wiener, *d, b & th.*

William Von Zehle & Co., Inc.
441 Lexington Ave., N. Y. 17. Murray Hill 2-9010. William von Zehle, *pres., tv-rad. d & ae;* Anthony Sarnataro, *sec.;* John Spamer, *art d;* Norman Citron, *prod. mgr.;* Otto Riess, *cpy. chf.;* Wm. F. Wolf, *mchdsg. d; Ae's:* Joseph N. Crone, Van Velsor Smith, Peter J. McKenna, Casper Pinsker, Virginia Humphries, Jeffrey Walker.

J. Voorhies Advertising
220 W. 42nd St., N. Y. 36. Wis 7-0232. J. Voorhies, *p & ae;* P. B. Voorhies, *p, prod. mgr. & ae;* J. T. Davies, *p & ae;* Fred Ehrlich, *art d.*
Media Dept.: J. T. Davies, *d.*

Vos & Co.
7 E. 48th St., N. Y. 17. Frank Vos, *pres.;* Edward Roots, *art d;* Alfred Unger, *prod. mgr.*
Media Dept.: Guy H. Papale, *d.*

Wade Advertising Agency, Inc.
6381 Hollywood Blvd., Hollywood 28, Calif. Hollywood 4-7457. Albert G. Wade II, *pres.;* Robert E. Dwyer, *exec. vp;* Hal Thurber, *exec. vp;* Forrest F. Owen Jr., *exec. vp & gen. mgr.;* Snowden M. Hunt Jr., *vp, a supvr. & rsrch. d.*
Media Dept.: Irene Loudon, *d.*

Geoffrey Wade Advertising
20 N. Wacker Drive, Chicago 6, Ill. State 2-7369. Albert G. Wade II, *exec. d;* Paul McCluer, *gen. mgr.;* Robert E. Dwyer, *sr. ae;* L. W. Davidson, *ae;* Wallace Husted, *product supvr.;* Marian Crutcher, *product supvr.;* Jack Farnell, *d netwk. tv programs;* Booth Luck, *d tv film dept.;* P. C. Lund, *d radio programs;* Gordon A. Norberg.

rsrch. d; Jerry B. Hoopes, *art d;* E. A. Beane, *prod. mgr.;* L. J. Francl, *cont.*

Media Dept.: Louis J. Nelson, *d;* David S. Williams, *tb & b.*

Branch Office:
10 E. 49th St., N. Y. 17. Plaza 5-4156. Henry J. Opperman, *eastern tv-rad. d.*

Louis E. Wade, Inc.
831 Webster St., Ft. Wayne, Ind. Anthony 6282. Louis E. Wade, *pres. & ae;* Edward P. Wade, *prod. mgr.;* Richard D. Morgan, *tv-rad. d;* George W. Hahn, Richard Katt, *ae's.*

Wadsworth & Walker, Inc.
369 Lexington Ave., N.Y. 17. Murray Hill 5-6100. Ralph K. Wadsworth, *pres. & rad. d;* M. K. Wadsworth, *sec.;* D. E. Wadsworth, *vp.*

Branch Office:
218 Catalonia Ave., Coral Gables, Fla. Highland 4-7318.

Hugo Wagenseil & Associates Co.
Talbott Bldg., Dayton 2, Ohio. Hemlock 5542. Hugo Wagenseil, *pres. & ae;* Paul B. Willis, *exec. vp & ae;* W. H. Ford, *vp & ae;* Harley Case, *vp, creat. d & ae;* F. R. Harwood, *rad. d & ae.*

Waldie & Briggs, Inc.
221 N. LaSalle St., Chicago 1, Ill. Franklin 2-8422. B. D. Waldie, *pres.;* G. L. Briggs, *vp & treas.;* Art Kanaske, *vp & rsrch.;* J. H. Bolt, *vp, client serv.;* R. W. Lopatka, *sec.;* Leona McMullen, *ass't treas.;* Helmut Boenisch, *vp, creat. serv.;* Peter Frantz, *vp, plans;* A. E. Reitz, *vp & prod.;* Edwin Wentz, *art d;* Fred Gross, *prod. mgr. Ae's:* B. K. Stabelfeldt, J. H. Bolt, Ray Wall, James E. Keefe, Philip Schloss Jr., Robert D. DeLay.

Media Dept.: A. E. Reitz.

L. H. Waldron Advertising Agency
681 Market St., San Francisco 5, Calif. Exbrook 2-1779. Lewis H. Waldron, *o;* C. P. Waldron, *art d;* C. Frederick Meinke, *prod. mgr.;* Ruth Young, *bkkpr.*

Gene K. Walker Co.
465 California St., San Francisco 4, Calif. Yukon 6-2891. Gene K. Walker, *pres. & ae;* Elizabeth Scobie Walker, *vp;* Claire McNamara, *sec. & treas.;* William H. McDonough, *art d & ae;* Lorraine H. Whitfield, *prod. mgr.;* Harold T. Thurber, *cpy. chf. & ae;* Margaret Carrol, *publ. d;* George Swearingen, *ae.*

Media Dept.: Phyllis Updegraff, *d.*

Harold C. Walker Advertising
829 Palace Bldg, Minneapolis 1, Minn. Federal 6-5393. Harold C. Walker, *pres.;* Leigh Slifer, *art d;* Harold H. Haas, *prod. mgr.;* Wallace H. Hanson, *cpy. d;* L. C. Anderson, *mktg. d.*

Media Dept.: Harold C. Walker, *d.*

R. M. S. Walker, Inc.
40 E. 49th St., N.Y. 17. Plaza 8-3114 R. M. S. Walker, *pres & treas.;* Marion Lockwood, *art d;* Gertrude Sternick, *prod. mgr.;* R. M. S. Walker Jr., *cpy. chf.*

Media Dept.: Sandra Blaine, *d.*

W. S. Walker Advertising, Inc.
Oliver Bldg., Mellon Square, Pittsburgh 22, Pa. Grant 1-1900. Charles P. Richardson, *pres. & ae;* Frederick L. Newmeyer Jr., *exec. vp & ae;* G. Norman Burk, *vp;* George Luchnik, *sec. & treas.;* William S. Patton, *prod. mgr.;* Lowell T. Brown, *publcatns. mgr.;* Robert B. Stevens, *tv-rad. d;* Lee Nestor, *pub. rels. d;* Thomas P. Flaherty, *display & exhibits Ae's:* J. Hobbins, G. N. Burk, C. F. Hoffman, R. B. Stevens, Lee Nestor, William Samuels; E. J. May, E. J. Smotzer, R. J. Koeper, J. Duff Reed III, D. Zeller, R. B. McKee, T. P. Flaherty, L. T. Brown, H. Lauerman, C. Hullsman, C. C. Johnson, E. Leet, J. Devine.

Wallace Advertising Agency
213 Masonic Temple Bldg., Des Moines 9, Iowa. Ch 4-8173. Ross Wallace, *o;* John C. Wallace, *ae.*

Wallace-Lindeman, Inc.
415 Assn. of Commerce Bldg., Grand Rapids 2, Mich. 9-4567. Oliver A. Wallace, *pres.;* Clare S. Blakeslee, *vp & ae;* David A. Wallace, *vp & cpy. chf.;* Harold F. Driscal, *gen. mgr., prod. mgr. & ae;* Clarence Brower, *art d. Ae's:* Duncan M. Wierengo, Daniel B. Wallace.

A. D. Walter
5405 Penn Ave., Pittsburgh 6, Pa. Montrose 1-7896. Alexander D. Walter, *pres. & treas.;* Mathilda T. Meledin, *prod. mgr.*

Media Dept.: Alexander D. Walter, *b.*

Max Walter Advertising Agency
20 Branford Pl., Newark 2, N. J. Market 3-7238. Max Walter, *pres.;* Seymour Walter, *vp & ae;* Herbert M. Walter, *vp, rad. d & ae;* Anthony J. Snarski, *art d;* David MacArthur, *prod. mgr.;* Betty Lechter, *cpy.*

Media Dept.: Pat Pietryak, *d.*

Argyle Wampler Advertising
135 E. Franklin St., Spencer, Ind. 356 Argyle Wampler, *o.*

Wamsley & Heer, Inc.
431 S. Dearborn St., Chicago 5, Ill. Wabash 2-8537. G. R. Wamsley, *pres. & ae;* Raymond Heer, *vp & ae;* G. W. Heer, D. M. Wamsley, *sec. & treas.*

Wank & Court & Lee, Inc.
425 Bush St., San Francisco 8, Calif. Exbrook 2-6545. Melville E. Wank, *pres.*

Media Dept.: Hazel Mann, *exec. in chg.*

Taylor M. Ward, Inc.
315 N. Tioga St., Ithaca, N. Y. 4-9549. Taylor Ward, *pres. & ae;* Charles Stockwell, *art d;* A. F. Chapman, *prod. mgr.;* A. F. Chapman, *cpy. chf.;* E. J. Shephard, *ae.*

Media Dept.: B. W. Chace, *d.*

Wark Associates, Inc.
21 River St., Woodstock, Vt. 55. Stewart Wark, *pres. & treas.;* Anthony B. Farrell, *1st vp & ass't treas.;* Richard E. Green, *2nd vp;* A. E. McCollom, *ae.*

Warman, Robins & Gorham, Inc.
775 Main St., Buffalo 3, N. Y. Cleveland 2075. H. M. Robbins, *pres. & ae;* R. B. Warman, *vp & ae;* N. Gorham, *sec., treas. & ae.*

Harold Warner Co.
482 Delaware Ave., Buffalo 2, N. Y. El 3533. Harold J. Warner, *prop.;* Wallace Kowalewski, *art d;* Paul Offermann, *prod. mgr.;* James S. Turnbull, *ae.*

Mason Warner Co., Inc.
221 N. LaSalle St., Chicago 1, Ill. State 2-7550. Mason Warner, *pres.;* D. D. Warner, *vp & treas.;* M. M. Warner, *vp & sec.;* William Kunz, *art d.*

Media Dept.: H. M. Purtell, *b.*

Warner & Todd, Inc.
8029 Clayton Rd., St. Louis 17, Mo. Josephus M. Todd Jr., *pres., treas. & ae;* Jefferson E. Aldrich, *exec. vp & ae;* Warrane Johnson, *cpy. chf.;* L. Dreyer, *prod. mgr.;* Suzanne M. Davis, *traff. mgr.;* Francis E. Winters, *ass't sec.;* John C. Henry, *ae.*

Warren & Litzenberger Advertising Agency
805 First National Bldg., Davenport, Iowa. 6-2596. Kenneth D. Eagner, *p;* Dale V. Litzenberber, *p;* Louis S. Pesses, *p;* Rogers S. Smith, *rsrch. d.*

Media Dept.: Roger S. Smith, *d.*

Paul C. Warren Advertising, Inc.
Ninth-Cester Bldg,. Cleveland 14, Ohio. Superior 1-2454. Paul C. Warren, *pres.;* Warren S. Levitt, *sr. vp;* Mel Tenenbaum, *tv-rad. d.*

Media Dept.: Mel Tenenbaum.

Virgil A. Warren Advertising
Post Bldg., Spokane 1, Wash. Madison 9-9101. Virgil A. Warren, *pres. & ae;* John V. Geraghty, *art d;* Bernice Wilson, *personnel d;* James Adams, *rad. d;* Joseph O'Quinn, *acctg. dept.;* R. M. Showacre, Robert M. Coons, Ralph Shotwell, *ae's.*

Media Dept.: R. M. Showacre, *d;* Robert M. Coons, *b;* Ralph Shotwell, *tb.*

William Warren, Jackson & Delaney
45 W. 45th St., N. Y. 35. Judson 6-0350. Harry Solow Jr., *p, rad. d & ae;* William Warren Solow, *p & compt;* Stevens P. Jackson, *p, tv d & ae;* Joseph Mann, *pub. rels. d. Ae's:* Jack Wilson, Joe Silverman, Jack Halloran, Ed O'Brien, Harry Alleva.

Warwick & Legler, Inc.
230 Park Ave., N. Y. 17. Murray Hill 4-5800. H. Paul Warwick, *pres.;* Henry Legler, *vp & creat. d;* Arthur Deerson, *vp & sr. art d;* Thomas H. Shanley, *vp & prod. mgr.;* Leonard H. Russell, *vp & rsrch. d;* John P. Warwick, *exec. asst to pres. Vp's:* S. O. Youngheart, Fredus L. Baldwin, Eleanor Dean, Jack Kaduson; Russell A. MacDonnell, C. E. Staudinger, John Toland, John F. Welsh, William Zerweck; Robert L. Edens, *cpy. chf.;* Irving J. Paulus, *treas. & sec.;* Cle Kinney, *art d, mgr. & art dept.;* Edgar Bright, Edward M. Cottingham, Juke Goodman, Sidney Rothberg; William P. Warwick, *tv-rad. d;* Eric Jensen, *busi. mgr. tv-rad. dept.;* Andrew Christian, *exec. producer;* Sheldon Platt, *producer-d;* Benjamin Colarossi, *tv art d;* Patrica Reynolds, *tv fash. coord.;* Evangeline Hayes, *flm tv prod. cord.;* Ethel Jensen, *live tv prod. coord.;* Bernard Heller, *assoc. rsrch. d;* Phyllis McElhone, *off. mgr. personnl. A. supvrs. & aes.;* James Ackley, Fredrus L. Baldwin, Robert

H. Cremin, Eleanor Dean, Baxter Finley, Robert Hull, Jack Kaduson, Herbert Klauber, Russell A. MacDonnell, Thomas J. Murray, Robert P. Pruett, C. E. Staudinger, John Toland, John P. Warwick, John F. Welsh, S. O. Youngheart.

Media Dept.: Harry Way, *d.*

Dwight L. Washburn Advertising
224 E. 38th St., N. Y. 16. Murray Hill 9-1766. Dwight L. Washburn, *o, art d, prod. mgr. & ae;* Jenna Sinclair, *publ. d, fashion coordi. & ae.*

Media Dept.: Dwight L. Washburn, *b.*

Branch Office:
917 Camp St., Dallas 2, Tex. Riverside 8-5266. Jimmy Van Huss, *mgr.*

Wasser, Kay & Phillips, Inc.
1231 Banksville Rd., Pittsburgh 16, Pa. Locust 3-1570. G. S. (Pete) Wasser, *pres.;* E. J. Laughlin, *vp & ae;* C. H. Courtwright, *treas.;* Algert Ziaukas, *art d;* Sally C. Kohl, *cpy. chf.;* Alvin L. Roth, *tv-rad. d;* William Esch, *photography d;* Owen H. E. Daley, Paul B. LeBoeuf, *ae's.*

Media Dept.: Harry J. Anderson, *d.*

I. B. Wasson Advertising Co.
Manufacturers Exchange Bldg., Kansas City, 5, Mo. Victor 2-7139. I. B. Wasson, *o & prod. mgr.*

Media Dept.: Inez Marshall, *b.*

Norman D. Waters and Associates, Inc.
6 E. 39th St., N. Y. Murray Hill 5-8950. Norman D. Waters, *pres.;* Bliss Wodward, *sr. vp;* Marvin Sherres, Harry C. Waterston, Elmer Arluck, *vp's;* Paul J. Doniger, *rsrch. d;* Sydney L. Baron, *d of serv.;* Roy I. Friedlander, *creat. d.*

Branch Office:
1 bis Avenue Franco-Ruuse, Paris, France. Faith Shipway, *mgr.*

W. H. Watson Advertising, Inc.
218 Fox St., Aurora, Ill. 6-8543. W. H. Watson, *pres.*

Watts Advertising Agency
1134 Locust St., St. Louis 1, Mo. Chestnut 0700. F. A. Watts, E. A. Moffatt, *ae;* E. G. Yates.

Media Dept.: W. R. Watts, *b.*

Watts, Payne-Advertising, Inc.
900 S. Main St., Tulsa 3, Okla. 3-8108. Don Watts, *chmn. bd. & ae;* Oscar E. Payne, *pres., treas. & ae;* Leslie S. Hauger, *sr. vp & ae;* Donald Dyer, *vp;* Donald Mitchell, *sec. tv-rad. d & ae;* Lany Bettis, *d tv prod.;* Jack Buchman, *ass't treas.;* Steven Snyder, *prod. mgr.;* Bill Turner, *art d;* George Briedenbach, *ae.*

Waxelbaum Advertising Co.
10 E. 43rd St., N. Y. 17. Murray Hill 2-7398. Rosa Lind, *principal & d.*

Wayne Advertising Agency
907 Second National Bldg., Cincinnati, Ohio. Main 1-5740. E. A. Buescher, *mgr.*

Tucker Wayne & Co.
1175 Peachtree St. N.E., Atlanta, Ga. Trinity 4-3856. Tucker Wayne, *chmn. bd. & pres.;* Douglas D. Connah, *ass't pres.;* Matthew Connor, *exec. vp;* Leigh Kelley, *vp & chmn. exec. committee;* Frank T. Johnson, *vp & art d;* Duncan Muse, *vp & prod. d;* Charles A. Noel, *vp & art d;* Robert E. Schaefer, *vp & d mktg. & mkt. rsrch.;* T. P. Wright, William R. Smith Jr., *vp's;* Clarence Hardeman, *sec. & treas.;* James Hoban, *prod. mgr. A. supvrs.:* Tucker Wayne, Douglas D. Connah, Matthew Connor, Leigh Kelley. *Ae's.:* T. P. Wright, Douglas D. Connah, Matthew Connor, Leigh Kelley, Robert Schaefer, Charles A. Noel, William R. Smith, Lysle Williamson.

Media Dept.: Anne Benton, *d;* Ruth Trager, *tb.*

Waynesboro Advertising Agency
Anthony Wayne Hotel, Main St., Waynesboro, Pa. 36. James H. Flowers, *mgr.* (handles all phases of business).

Weaver-Gardner, Inc.
405 Oppenheim Bldg., St. Paul 1, Minn. Capital 4-4715. Luther Weaver, *pres.;* Don Gardner, *vp;* Blanche G. Anderson, *sec.*

Webb Associates, Inc.
330 Fifth Ave., N. Y. 1. Longacre 5-6462. M. A. Weiss, *pres. & ae.;* Andrew Weiss, *sec.-treas. & ae;* Anne Raskin, *comp.;* Norbert Haber, *art d;* Fred Lida, *prod. mgr.;* I. M. Milton, *cpy. chf.* Bernard Schiff, *tv d. Ae's:* L. Sturms, Vi Porte.

Media Dept.: Audrey Bernfeld, *d.*

Stuart D. Webb Advertising Services, Inc.
306 N. Gay St., Baltimore 2, Md. Mulberry 5-3232-3-4. Saratoga 7-5172-3. L. E. Davis, *vp & gen. mgr.;* Kenneth L. Uppercue, *vp & sec.;* Eugene E. Zimmerman, *vp chg. creat. sls.;* S. R. Uppercue, H. E. Appel, *vp's;* Mildred Nesar, *treas.*

Frank D. Webb Advertising Co.
10 W. Read St., Baltimore 1, Md. Lexington 9-5671-2. Frank D. Webb, *pres.;* A. J. Coleman, *sec.-treas.*

Webber Advertising Agency
807-811 Peoples National Bank Bldg., Grand Rapids 2, Mich. GI 6-1626. C. Reid Webber, *prop.;* Doris Forney, *prod. mgr.;* Harold V. Klau, *art d;* Alan Adsmond, *artist & prod.;* Donna J. Smith, *acctnt.;* Donald Sheerin, *tv-rad. d;* Charles R. Webber Jr., Charles Huhn, *ae's.*

Weber, Geiger & Kalat, Inc.
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Forrest U. Webster
Guardian Bldg., Detroit 26, Mich. Woodward 3-2526. G. A. Farmer, *rad. d.*

Media Dept.: G. A. Farmer, *d, b & tb.*

R. W. Webster Advertising
816 W. 5th St., Los Angeles, Calif. Madison 9-2283. R. W. Webster, *pres. & ae;* Irene Boyle, *treas.;* Robert Magee, Milton Feldman, *art d's;* Max Heymann, *prod. mgr.;* Buford Graves, Don Somerville, *ae's.*

Wechsler Co.
1780 Broadway, N. Y. Ci 7-1758; 9. M. J. Wechsler, *p & ae;* Max Steinbook, *consult. art d;* Alfred Corchia Jr., *prod. mgr.;* Mannie Banmks, *art d & ae;* Stankey Kaufman, *art d;* George Gaguin, *ae.*

Media Dept.: M. J. Wechsler, A. A. Wechsler, *b's.*

Wehner Advertising Agency
800 Broad St., Newark 2, N. J. Market 3-0940. Karl Wehner, *pres.;* John E. Maczko, Robert B. Reid, *vp's;* E. R. Adams, *sec.;* R. C. Wehner, *treas.;* Richard K. Wehner, *prod. mgr.;* Arthur Larkin, *cpy. chf. Ae's:* John E. Maczko, Karl Wehner, Harvey Cook, Robert B. Reid, Matthew J. Ryan.

Media Dept.: E. R. Adams, *d.*

John P. Weidenhamer & Associates, Inc.
1735 Park St., Harrisburg, Pa. Cedar 4-1808. John P. Weidenhamer, *pres. & rad. d;* Frank F. Bratten, *sec.-treas. & prod. mgr.;* Janet Alvord, *cpy. chf.;* C. H. Snell, *art d;* Mary E. Weidenhamer, *rsrch. d.*

Media Dept.: John P. Weidenhamer, *b.*

Weightman, Inc.
1619 Chestnut St., Philadelphia 3, Pa. Locust 4-3526. Charles R. Van Horn, *chmn.;* S. A. Tannenbaum, *pres. & cpy. chf.;* Russell Alexander, *sec. & treas.;* Harold Solomon, *compt;* Jud Frommer, *ae;* David Nazionale, *art d;* Michele Dickerman, *prod. mgr.;* Lawrence J. Casey, *publ. d;* Harold Hadley, *pub. rels. d;* Donald Goldberg, *rsrch. d;* Charles Fischer, *tv d;* Sylvia Stein, *libr.* E. Camfield Balknap, *ae.*

Media Dept.: Alice M. Gore, Nikki Caccia, *b's.*

Vernon S. Weiler Advertising
664 N. Michigan Ave., Chicago 11, Ill. Mohawk 4-5500. Vernon S. Weiler, *pres.;* D. C. Weiler, *p;* Robert S. Weiler, *ae.*

Media Dept.: Robert S. Weiler, *prod. mgr.*

Milton Weinberg Advertising Co.
6523 Wilshire Blvd., Los Angeles 48, Calif. Oliver 3-2300. Bernard Weinberg, *pres.;* Grey B. Culbertson, *ass't to pres.;* William Krauch, *d optns.;* Sam Diamond, *art d;* Harry Krauch, *prod. mgr. Ae's:* Selma Solmann, Joseph Fishman, William Krauch, Samuel Diamond, Joel Stearns, Harry Waterstone, Harry Krauch, Jas. McKibben.

Media Dept.: Joel Stearns.

J. J. Weiner & Associates, Inc.
149 California St., San Francisco 11, Calif. Yu 2-2700. J. J. Weiner, *pres.;* E. J. Thomas, *treas.;* George Dippel, *art d;* M. J. Johnson, *prod. mgr.;* V. A. Mammen, *cpy. chf.;* Michael Davenport, *creat d;* C. P. Mobley, *regional mgr.;* M. J. Matthews, *off. mgr.*

Media Dept.: A. G. Lowe, *d.*

Branch Offices:
811 S. W. 6th St., Portland 4, Ore. Capitol 6-3651.

Lawrence Weiner & Associates
230 W. 41st St., N. Y. 36. Pe 6-8270. Lawrence Weiner, *pres. & ae;* Norman L. Weiner, *vp, cpy. chf. & ae;* Herman Jacobs, *vp, prod. mgr. & ae;* Felix Gotthelf, *art d;* Frances Cohen, *rad. d;* Jas. D. Weiner, *libr.;* Sanford K. Bain, *ae.*

Media Dept.: Frances Cohen, *d, b & tb.*

AGENCIES

Weintraub & Associates, Inc.
111 S. Bemiston St., Clayton 5, Mo. Parkview 5-9900. Sam Weintraub, *pres.;* Gerald P. Deppe, *exec. vp;* David C. Erich, *mdse. mgr.;* Louis H. Enkelmann, *ae;* Hershel Frankel, *art d;* Rose L. Berger, *traff. mgr.;* Mary Alice Ryan, *libr.*

Gordon J. Weisberg, Inc.
5561 Main St., Buffalo 21, N. Y. Pl. 9011; 9012. Gordon J. Weisbeck, *pres.;* James Charters, *vp & art d;* Edith M. Lausted, *sec. & prod. mgr.;* Bert Wertman, *treas.*

Weiss Advertising
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Media Dept.: Irving Weiss, *d.*

Edward H. Weiss & Co.
360 N. Michigan Ave., Chicago 1, Ill. Central 6-7252. Edward H. Weiss, *pres. Vp's:* Marvin L. Mann, Irving D. Auspitz, Bernard J. Gross, N. Lee King, Byron A. Bonnheim, Jerome L. Joss, Robert Fierst, Robert N. Harris, Kenneth Murison, John P. McElroy; Samuel Silberman, *rsrch. d.;* Ernest Stern, *treas.*
Media Dept.: Jack Bard, *vp, exec. in chg.;* Nathan Pinsof, *mgr.;* Nora Marcus, *sr. tb;* Joan Mandel, Jay Selz, *tb's;* Frances Harmer, *sr. b;* Philip Kaplan, Bernard Gartner, *b's.*
Branch Office:
460 Park Ave., N. Y. 22. Plaza 8-0992. Edward Kogan, *exec. producer.*

Weiss & Geller, N. Y., Inc.
400 Madison Ave., N. Y. 17. Plaza 3-4070. Max A. Geller, *pres. & ae;* Max Tendrich, *exec vp & ae;* Lawrence Wissner, *sen. vp, creat. d & ae;* Arthur Gordon, *vp & art d;* Irene Sickel Sims, *cpy. chf.;* S. A. Goldsmith, *d mktg.;* Jack Geller, *rsrch. d;* Sally Green, *prod. mgr.;* Anne Rothenberg, *off. mgr.;* S. A. Goldsmith, *ae.*
Media Dept.: Jack Geller, *tb;* Helen Black *b.*

Welch, Collins & Mirabile, Inc.
13 W. 25th St., Baltimore 18, Md. Hopkins 7-9400. Frank C. Mirabile, *chmn. bd., sec.-treas.;* Gerald Welch, *pres.;* Charles R. Collins Jr., *exec. vp.*

Welch, Wayne, Inc.
800 W. 9th Ave., Denver 4, Colo. Ma 3-5368. Wayne A. Welch, *pres., publ d & ae;* Austin J. Kenna, *vp & ae;* Joe Manfred, *art d & prod. mgr.;* Morris Cafky, *cpy. chf.;* Don Klock, *ae.*

Wellman Advertising Agency, Inc.
13th & Walnut St., Empire Bldg., Philadelphia 7, Pa. F. A. Wellman, *pres.;* E. A. Wellman, *sec. & treas.*

Wellman, Buschman Co.
508 Public Square Bldg., Cleveland 13, Ohio. Cherry 1-6956. Robert C. Wellman, *pres.;* F. A. Gregory, *vp.*
Media Dept.: Peter C. Poss, *dir mkts. & m.*

Fredric Wellman Advertising
3421 W. 48th Pl., Chicago 32, Ill. Frontier 6-6266. Fredic Wellman, Fredric Weilman Jr., *ae's.*

Wells Advertising Agency
230 Boylston St., Boston 16, Mass. Copley 7-4984. Wilfred B. Wells, *ae;* L. J. Wells, *compt.*
Media Dept.: J. E. Lantz, *b.*

Welsh-Hollander Advertising
350 S. Alvarado St., Los Angeles 57, Calif. Dunkirk 9-1171. Henry W. Welsh, *pres.;* A. M. Hollander, *assoc.*

Jack C. Wemple Advertising
310 Pine St. Box 381, Green Bay, Wis. Howard 1498. Jack C. Wemple, *pres.*

Wendell, Dawson & Assoc., Inc.
1502 S. Fifth St., Las Vegas, Nevada. Durley 4-9050. Jack J. Wendell, *pres., pub. rels. d & ae;* Stuart V. Dawson, *exec. vp, tv-rad. & ae;* Eila Henriksen, *art d;* Malcolm Y. Dover, *d publ. & photography.*
Media Dept.: Linda Ware, *b.*

Wendt Advertising Agency
618 Strain Bldg., Great Falls, Mont. Gl 2-8581. W. E. Wendt, *pres.;* Zelma Hay Schroeder, *sec.*
Media Dept.: W. S. Oliver, *exec. in chg.*

Wendt Advertising Agency
1062 Spitzer Bldg., Toledo 4, Ohio. Cherry 3-9253. H. F. Wendt, *pres. & ae;* Pauline Hite, *sec.;* M. F. Wendt, *treas.;* Frank Kuehnle, *tv & rad. d;* Fern Kelmbach, *prod. mgr.;* R. L. Behr, *ae;* Phyliss Kuehnle, *rsrch. & cpy.;* Mary Bremer, *sec.;* Evelyn Bailey, *prod.* Betty Hueter, *cpy.;* E. Rogers, *finan. sec.*

Wentzel, Wainwright, Poister & Poore, Inc.
251 E. Grand Ave., Chicago 11, Ill. Delaware 7-3934. Walter B. Wentzel, *pres. Vp's:* Thomas Wainwright, John L. Poister, Taylor Poore, Peter Fluge, George Enzinger; Lester Lantz, *vp & art d;* Maurice Fisher, *vp & tv d;* Richard P. Frisbie, *cpy. chf.*
Media Dept.: Margery Aberg, *tb.*

WerBell, Mitchell, Inc.
926 W. Peachtree St., N.W., Atlanta 9, Ga. Trinity 5-5691. Mitchell L. WerBell III, *chmn. & ae;* Jack K. Chandler, *pres. & ae;* William D. Little, *vp, treas. & personnel d;* Donald McDonald, Margaret Leonardi, J. Robert Barr, *vp's;* Doris W. Little, *sec.;* Edward D. Cashore, *creat d & ae;* Richard A. Provost, *prod. mgr.;* Lois White, *pub. rels. d. Ae's:* Robert Barr, Lawrence Craig, Lois A. Whits, Marguerite Leonardi.
Media Dept.: Doris W. Little, *d.*
Branch Offices:
2 W. 45th St., N. Y. 36. Oxford 7-1577. Marguerite Leonardi *vp in chg.*
310 W. Liberty St., Louisville, Ky. Wa 1454. Donald McDonald, *mgr.*
Wright Bldg., 126 N. Main St., High Point N. Car. 7185. Robert Barr, *mgr.*

Leonard Werblow Advertising
636 Eleventh Ave., N. Y. 36. Circle 6-4694. Leonard Werblow, *o, publ. d & ae;* Laura Gould, *art d, prod. mgr. & ae;* Marjorie Lynn, *cpy. chf. & ae.*

Werner Advertising Agency
800 Broad St., Newark 2, N. J. Market 3-0940. Karl Wehner, *pres. & ae;* John E. Maczko, *vp & ae;* Robert B. Reid, *vp & ae;* E. R. Adams, *sec.;* R. C. Wehner, *treas.;* Richard K. Wehner, *prod. mgr.;* Arthur Larkin, *cpy. chf.;* Harvey Cook, Matthew J. Ryan, *ae's.*
Media Dept.: E. R. Adams, *d.*

E. Taylor Wertheim Agency
347 Madison Ave., N. Y. 17. Murray Hill 4-7545. E. Taylor Wertheim, *pres.;* Jose Romos, *art d;* Thomas Nipper, *cpy.*
Media Dept.: Ray Buras, *d;* E. Taylor Wertheim, *b.*

Wertheim Advertising Assoc.
11 W. 42nd St., N. Y. 36. Wisconsin 7-5978. Edward L. Wertheim, *pres.;* Madeline George, Ray D. Buras, Mary Vindish, *ae's.*

Wesley Associates, Inc.
247 Park Ave., N. Y. 17. Eldorado 5-2680. Leland G. Wesley, *pres.;* Lindsay Fairweather, *exec. vp;* Atherton Pettingell, *chmn. plns. bd;* Le Grand L. Redfield, *vp;* G. Heller, *fash. d;* Jerry Friez, *art d;* Herman Hecker, *ass't prod. mgr.;* Ed. Fitzgerald, *prod. mgr.;* Marjorie Edelstein, An Lewis, *cpy. supvrs. Ae's:* Beatrice Blair, William Breslin, Ernest Davids, George R. Horton, Jay Perine, Atherton Pettingell, LeGrand L. Redfield, Langdon Wesley, C. A. Rathkopf.
Media Dept.: Joseph D. Knap Jr., *d;* Elene Collins, *ass't.*

Wesley, Heyne & Cuca
333 N. Michigan Ave., Chicago 1, Ill. Central 6-5882. Robert B. Wesley, *pres.;* Norman E. Heyne, *vp;* James A. Cuca, *sec. & treas.*

Westbrook Advertising
P. O. Box 471, Westbury, N. Y. Edgewood 4-8287. Mark N. Roswell, *prod. mgr.;* I. Clark, *art d.*

West-Marquis, Inc.
1220 Wilshire Blvd., Los Angeles 17, Calif. John R. West, *pres.;* Norman B. Moeller, *exec. vp.;* Thomas G. Somermeier Jr., *vp & sec.;* Marshall F. Taft, *vp-art;* Roger M. Combs, *vp;* Marie W. Maier, *mgr.*
Media Dept.: Talbot Johns, *tv & rad. d.*
Branch Offices:
785 Market St., San Francisco 3, Calif. Harold H. Marquis, *vp & mgr.*
1466 Dexter Horton Bldg., Seattle 4, Wash. N. Stuart Nicholson, *vp & mgr.*

Western Advertising Agency, Inc.
35 E. Wacker Dr., Chicago 1, Ill. Andover 3-2545. G. B. Gunlogson, *chmn.;* Lee H. Hammett, *pres. & ae;* J. R. McCue, *exec. vp & ae;* Otto C. Jensen, *vp & sec;* R. K. Nelson, *treas.;* D. Muller, *ass't treas.;* F. W. Pain, *vp & ae;* Paul W. Limerick, *vp & ae;* Roy J. Sandberg, *vp & creat. d;* Thomas B. Gilhooley, Jack Schinagl, Robert Rosene, *vp's. Ae's.:* Vern Cunningham, D. L. Howlett, J. T. Schmidling, Delmar E. Gurley, L. E. Ver Steegh, Geoffrey Higgins.
Media Dept.: Mae Haupt.
Branch Office:
610 Wisconsin Ave., Racine, Wis. Jackson 4-6605. *Ae's:* Thomas B. Gillhooley, Jack F. Schinagl, Jay Price, Robert Rosene, Jack A. Swedish, Melvin Cranfill, Basil Wood, Clifford Boettcher.

Western Advertising Agency, Inc.
4818 Wilshire Blvd., Los Angeles 5, Calif. Webster 8-2681. Edward E. Keeler, *pres.;* Les Baird, *vp;* C. M. Grove, *vp;* Frederick L. Botsford, *sec.;* Frank Jensen, *treas.;* Leo Carillo, *prod. mgr. Ae's:* Jeff Haughan, Walt Davidson, William Wilson, C. M. Grove, Ray Banks, Lon Young.
Media Dept.: Les Baird, *d.*

Western Agency, Inc.
Skinner Bldg., Seattle 1, Wash. Elliot 4500. Robert N. Hutchinson, *pres. & ae;* Harold Kitchen, *vp & ae;* B. N. Hutchinson, *sec. & treas.*

Weston-Barnett, Inc.
217 W. 5th St., Waterloo, Iowa. Adams 4-4677. Phillips Taylor, *pres.;* W. C. Peterson, *exec. vp;* Donald Irwin, *vp;* Howard Whetro, *vp;* F. G. Weston, *sec;* Fay Cook, *treas.;* Forrest Morrison, *art d;* W. H. Stewart, *ae.*

Wexton Advertising Agency
11 E. 47th St., N. Y. 17. Murray Hill 8-4050. Howard Wechsler, *chmn. bd. & treas.;* Larry Schwartz, *pres.;* Edward Greenberg, *sr. vp;* Jack Spiro, *vp;* George Gilbert, *vp;* Adrian Price, *vp.*
Media Dept.: Charlotte Price, *d.*

Frank E. Whalen Advertising Co.
Box 8138. Kansas City 12, Mo. Vi 7200; Vi 7201. Frank E. Whalen, J. Brad Lear, Gordon David, J. W. Whalen, Norma Miller, Shirley Kice.

E. F. Wheeler & Co.
31 Milk St., Boston 9, Mass. Hubbard 2-4066. E. F. Wheeler, *o.*

Wheeler, Kight & Gainey, Inc.
975 S. High St., Columbus 6, Ohio. Hickory 3-6526. Tom L. Wheeler Jr., *pres. & treas.;* James E. Hoover, *vp & ae;* Robert W. High, *vp & ae;* Russell C. Mock, *tv-rad. d & ae;* Jane Custer, *off. mgr. Ae's:* Tom L. Wheeler Jr., David J. Carrigan; James S. Johnston, *prod.*
Media Dept.: Russell C. Mock, *tb.*

Wherry, Baker & Tilden, Inc.
919 N. Michigan Ave., Chicago 11, Ill. Delaware 7-8000. Larry Wherry, *pres.;* Bruce A. Baker, *vp & creat. d;* Louis E. Tilden, *vp & tv & rad. d;* George J. Jarrett, *tv-rad. mgr.;* Clifford E. Bolgard, *vp;* George A. Magnuson, *rsrch. d;* George J. Hoag, *mdsg. d;* Harry D. Barger, *vp;* Robert W. Smyth, *vp;* Clifford H. Kasik, Francis M. Smetko, *art d's;* Dorothy Steitz, *sec.-treas;* Helen Wansing, *ass't sec. Ae's:* Harry D. Barger, Robert W. Smyth, Victor E. Cerney, John M. Ryan, Joseph J. O'Hanlon Jr., Harry Johnson.
Media Dept.: Clifford E. Bolgard, *d;* Harold A. Bennett, *ass't.*

Whipple & Black Advertising Co.
Fox Bldg., Detroit 1, Mich. Woodward 1-8091. Ken B. Crawford, *pres. & ae;* I. B. Ratzel, *sec. & treas.;* Vince Kaiser, *art d;* Melba Waterman, *prod. mgr. Ae's:* Richard McCuen, William G. Harkey.
Media Dept.: Ken B. Crawford, *d.*

Claude E. Whipple Advertising
17 Bradley St., Detroit 1, Mich. Claude E. Whipple, *o;* Edmund M. Davidson, *assoc.*

Whitby-Rehbock Advertising, Inc.
31 W. 47th St., N. Y. 36. Judson 2-3813. Sig Rehbock, *pres. & ae;* S. Edwin Mendelson, *vp, treas. & ae;* Marc Dorian, *art d;* Howard R. Cohn, *prod. mgr.;* Gerald J. Kaufman, *cpy. chf.;* D. Lester, *publ. d;* Roy Mendelson, *ae.*
Media Dept.: Dian Bregman, *d.*

White Advertising Agency
2010 S. Utica, Utica Bldg., Tulsa, Okla. Riverside 2-2428. L. E. "Pete" White Jr., *o.*
Branch Office:
6110 Selma Ave., Hollywood, Calif. Hollywood 3-5694. Betty Newell, *mgr.;* Sanford Kahn, *ae.*

White & Shuford Advertising
1821 Wyoming St., El Paso, Tex. 3-4484. Dan T. White, *o & ae;* Stanley Shuford, *exec. assoc. & ae;* William A. Kolliker, Howell Zinn, *art d's;* Jack Snapp, *treas.;* Maxine Osgood, *prod. mgr.;* Jim Pratt, *tv-rad. d;* Louris Tishler, George Linn, Phyllis Main, *ae's.*

T. O. White Advertising
Title Guarantee Bldg., Birmingham, Ala. Al 2-4228. T. O. White, *o.*

Whitehackle Studios
Kissel Hill, Lititz, Pa. Madison 6-6758. John G. Vogeler, *pres.;* Edward Jerome Vogeler, *exec. vp.*
Media Dept.: Edward Jerome Vogeler, *b.*

Robert Whitehill, Inc.
15 W. 57th St., N. Y. 19. Plaza 9-6850. Robert Weisberg, *pres. & ae;* Alan Charles, *exec. vp, tv-rad. d & ae;* Jean Pierson, *vp & cpy.;* Aaron Weisberg, *vp & ae;* Aniello Ferrara, *art d. Ae's:* Edward Shapiro, Betty Borin, Nathan Feist, Jack Berzon.
Media Dept.: Erna Engel, *b.*

Whitlock, Swigart & Evans, Inc.
327 Exchange Pl., New Orleans 16, La. Express 2148-9. Frederic R. Swigart, *pres.;* Daniel G. Evans, Verne O. Kirby, *vp's;* Bache McE. Whitlock, *sec.-treas.*
Media Dept.: Daniel G. Evans, *d.*

Edmund D. Whitten, Inc.
216 Tremont St., Boston 16, Mass. Liberty 2-1860. Edmund S. Whitten, *pres. & treas.;* Dorothy S. Whitten, *vp;* L. M. Concannon, *ass't treas.;* Gerard T. Parker, *art d.*
Media Dept.: Veronic Preg, *d.*

Wilbur & Ciangio, Inc.
130 E. 59th St., N. Y. 22. Plaza 1-3773. Nicholas G. Ciangio, *pres.;* William Wilbur, *vp;* Myrtle Maratta, *sec.;* Leon Newman, *treas.;* James H. Lang, *cpy. chf.*
Media Dept.: A. Dilius, *d.*

Wildrick & Miller, Inc.
630 Fifth Ave., N. Y. 20. Judson 6-3310. Stanley B. Wildrick, *pres. & ae;* Theodore N. P. Wagner, *vp, treas. & ae;* H. E. Guest, *sec.;* Edward F. Ramsteck, *art d;* Bruce Jenkins, George Borden, *prod. mgrs.;* Bart Campbell, *rsrch. d. Ae's:* William Rhode, Don Wildrick, Allen Pomeroy, Herb Hands.
Media Dept.: A. Seltzer, *b.*

V. Kirk Wiles Advertising
704 Fourth Ave., Huntington, W. Va. Jackson 5-4900. V. Kirk Wiles, *pres.*

Walter Wiley Advertising, Inc.
29 Pearl St., N. Y. 4. Bowling Green 9-3582. Walter Wiley, *pres.;* Dorothy F. Wiley, *sr. vp;* S. J. Cousins, *vp.*
Media Dept.: Dorothy F. Wiley, *tb.*

Frank Wilhelms Advertising Agency
427 Cochran Rd., Pittsburgh 28, Pa. Lehigh 1-1454. Frank Wilhelms, *ae;* John G. Kraus, *art d;* Bernadette M. Williams, *agency ass't.*

Will, Inc.
1276 W. Third St., Cleveland 13, Ohio. Cherry 1-6645. W. D. Will, *pres. & ae;* John Ashby, *vp & ae;* H. W. Hayden, *prod. mgr. & ae;* Robert Allen, *art d;* John A. Ashby, *ae.*

Williams Advertising Agency, Inc.
247 5th Ave., N. Y. 16. Murray Hill 6-3055. Edgar Herz, *chmn. & ae;* Alfred S. Moss, *pres., treas. & ae;* Ben P. Millstein, *sec.;* Rhona S. Moss, *cpy. chf.;* Alfred Pell, *art d;* Bertram Bienstock, *prod. mgr.*
Media Dept.: Ben P. Millstein, *d.*

Albert D. Williams
Box 1346, Charleston, W. Va. Di 6-0651. Albert D. Williams, *pres.;* R. C. Williams, *sec. & treas.*

Charles E. Williams Advertising
225 Turbot Ave., Milton, Pa. 147. C. E. Williams, *pres.;* H. E. Sears, *vp;* M. S. Williams, *sec. & treas.*

Duvall Williams Advertising
Petroleum Services Bldg., 3918 Hines Blvd., Dallas 19, Tex. Lakeside 1-9828. Duvall Williams, *pres.;* Earl Bernhart, *prod. mgr.*

Frederick C. Williams & Assoc.
22 W. Monroe St., Chicago 3, Ill. Franklin 2-1717; Franklin 2-1976. Frederick C. Williams, *chmn., p & ae;* William Hickey, *p & ae;* Paul Rohloff, *p & ae;* Gail Creeley, *sec.;* Katherine Barnaby, *art d;* Frederick C. Williams, *cpy. chf.*
Media Dept.: Frederick C. Williams, *d.*

J. D. "Doc" Williams Advertising
3908 Lemmon Ave., Dallas, Tex. Justine 7977. *Ae's:* J. D. "Doc" Williams, Thomas R. Leslie, Beverly Littlejohn.

John R. C. Williams Advertising Agency
Investment Bldg., Pittsburgh 22, Pa. Atlantic 1-3124; 1-3029. John R. C. Williams, *pres. & ae;* George Stimple, *sec., treas., tv-rad. d;* C. Glenn Donahue, *art d & prod. mgr.*
Media Dept.: Mrs. R. G. Boeklen, *d;* George Stimple, *b.*

Williams & London Advertising
58 Park Pl., Newark 2, N. J. Market 2-6363. Leonard Dreyfuss, *chmn.;* Emanuel London, *v chmn., gen. mgr. & ae;* John C. Williams, *pres. & ae;* Donald London, *vp, sec. & ae;* Max Gans, *vp & ae;* John G. Wright, *vp & ae;* Katherine B. Heck, *treas.;* Edwin Roberts, *art d;* Stanford Baron, *prod. mgr.;*

AGENCIES

Henry Soskin, *cpy. chf.;* Mack Johnson, *pub. rels. d.*

Media Dept.: Katherine B. Heck, *d.*

Branch Office:
60 E. 42nd St., N. Y. 17. Murray Hill 2-0860.

Harry G. Willis & Associates, Inc.
404 E. Broadway, Glendale 5, Calif. Chapman 5-3325; Citrus 1-5417. Harry G. Willis, *pres., tv-rad. d;* Ken Esselstrom, *vp & art d;* William P. Stoneham, *vp & a supvr.;* Pearl S. Willis, *sec. & treas.;* Harold Mueller, *prod.*

Media Dept.: Hamilton Riddel, *d.*

Herbert Willis & Associates
954 Midland Bank Bldg., Minneapolis, Minn. Federal 9-3025. Herbert A. Willis, *pres.;* Ronald H. Oakland, *creat. d;* Kevin G. Murphy, *tv d.*

Parker Willson Advertising
919 Summit Ave., Ft. Worth, Tex. Ed 2-6019. Parker O. Willson, *pres. & treas.;* Lovie O. Willson, *sec.*

Willsted & Shacter
40 E. 49th St., N. Y. 17. Plaza 3-8940. Fred Shacter, *p;* Martin Willsted, *p;* Joseph Brown, *prod. mgr.;* Walter Frank, *art d.*

Joseph A. Wilner Advertising Agency
130 W. Hamilton St., Baltimore 1, Md. Plaza 2156. Joseph A. Wilner, *pres.*

Wilson Advertising Agency
642 Endicott at 4th, St. Paul 1, Minn. H. R. Wilson, *o.*

Wilson Advertising Agency, Inc.
123 E. 21st, Tulsa 14, Okla. Gibson 6-6101. Robert L. Wilson, *pres.;* Norman Roszel, *vp & mgr.;* George Murray, *cpy. chf.*

Wilson Advertising Agency
3418 Delta Ave., Cincinnati 8, Ohio. East 1-8228. Ross H. Wilson, *o.*

Wilson Advertising—Marketing Service
1310 N. Milwaukee Ave., Libertyville, Ill. Libertyville 2-4400. L. Dale Wilson, *o & ae;* James M. Eyman, *cpy. chf.;* David J. Wilson, *rsrch. d & ae.*

Media Dept.: Frances T. Audette, *b.*

Edwin Bird Wilson, Inc.
52 Wall St., N. Y. 5. Digby 4-6780. John C. Madden, *chmn.;* John F. Donlon, *pres.;* Howard Schneider, John F. Bardin, *vp's;* Harold H. Leifer, *art d;* Arthur T. O'Keefe, *prod. mgr.*

Media Dept.: Edith Mac Arthur, *b.*

Wilson, Haight, Welch & Grover, Inc.
645 Farmington Ave., Hartford 5, Conn. Adams 3-9831. Howard C. Wilson; Jesse J. Haight, *pres.;* Arvin J. Welch, *first vp;* Melvin G. Grover, *vp;* Jarvis W. Mason, *vp & rsrch. d;* L. B. Wilson, *vp;* George F. Dickinson, *sec;* Harlan C. Judd, *treas;* Joseph I. George, *vp & mktg. d;* H. M. Feine, *cpy. d;* John A. Sidebotham, *art d;* James Dickison, *assoc. art d;* Edward W. Foster, *prod. mgr.;* William P. Kupec, *assoc. prod. mgr.;* Louise Stoops, *libr.;* Elizabeth Haenel, *traff. mgr. Ae's:* Jarvis W. Mason, Harlan C. Judd, L. B. Wilson, George D. Lewis, William B. Dixey III, E. H. Bergen III, R. B. Parker Jr., Robert E. Chandler, Samuel W. H. Boyce.

Media Dept.: Bruce P. Mattoon, *d.*

Branch Office:
220 E. 42nd St., N. Y. 17. Murray Hill 7-8780. A. J. Welch, *first vp;* Charles B. H. Parker, *vp, mdse. d & ae;* John Smith, *art d;* Thomas Galanti, *prod. mgr.;* Laura Chesluk, *traff. mgr. Ae's:* Alfred F. Calabro, Edward A. Muhleman, Fred Hale.

Media Dept.: Estelle Kahn.

Robert E. Wilson, Inc.
635 Madison Ave., N. Y. 22. Plaza 1-4830. H. W. Wilkinson, *exec. vp;* A. Toffey, *exec. vp;* W. Fred Timme Jr., *sec.;* V. R. Stewart, *treas.;* Charles A. Werner, M.D.; R. J. Schachter, Ph.D., *tech. advisor;* George O. Kalmar, *art d.*

Thomas C. Wilson Advertising Agency
475 Arlington Ave., P. O. Box 1011, Reno, Nev. Fa 2-7011. Thomas C. Wilson, *o & mgr.;* Mel Mathewson, *art d;* Effie Mitchell, *prod. mgr.;* V. L. Baker, *cpy. chf.;* Thomas C. Carson, *rsrch. d;* Myrtle Myles, *histrcl. rsrch. d. Ae's:* Thomas C. Carson, Thomas C. Wilson, Don Giusti.

Marjorie Wilten Advertising
7603 Forsyth St., Clayton, Mo. Volunteer 3-3322. Max A. Wilten, *p, prod. mgr., tv d;* Marjorie S. Wilten, *p, cpy. chf., rad. & publ. d;* R. Miller, *art d.*

Media Dept.: Max A. Wilten, *d, b & tb.*

Robert Wiltman Co., Inc.
223 Fourth Ave., Pittsburgh 22, Pa. Express 1-0540. Robert F. Wiltman, *pres.;* William A. Daley, Arthur J. Kiefer, *ae's.*

Media Dept.: Mildred T. Hensler, *d.*

Winius-Brandon Co.
1706 Olive St., St. Louis 3, Mo. Chestnut 1-6380. Enno D. Winius, *pres.;* C. A. Brandon, *sr. vp & ae;* William L. Sanborn, *vp, treas. & ae;* James D. Nevins, *vp & creat. d;* Walter Winius, *vp & ae;* James A. Firth, *vp & rsrch. d;* V. L. Morelock, *tv-rad. d & ae;* J. H. Stevens, *art d;* Andrew J. Turina, *prod. mgr.;* Curtis P. Crady, *mchdse d & ae;* Margaret Biermann, *libr. Ae's:* W. H. Austin, James R. Gimblett.

Media Dept.: G. R. Bishop, *d;* V. L. Morelock, *tb.*

M. L. Winkler Co. Advertising
710 N. 12th St., St. Louis 1, Mo. Central 1912. M. L. Winkler, *pres., tv-rad d;* Marie Winkler, *vp;* B. Meisenbach, *art d;* D. Dunn, *prod. mgr. & cpy. chf.*

Media Dept.: M. L. Winkler, *b & tb.*

Marvin Winsett Advertising Agency
National Bldg., Dallas 1, Tex. Riverside 2-3344. Marvin Winsett, *o & personnel d.*

Media Dept.: Marvin Winsett, *d & b.*

Winston-Kane, Inc.
11 E. 47th St., N. Y. 17. Murray Hill 8-0180. Ellis Kane, *pres.;* Rose Kane, *vp;* Harry V. Kloos, *art d.*

William Winter Advertising
1320 S. W. 21st Ave., Portland 1, Ore. Ca 7-3472; 7-3473. William Winter, *o;* William Mathis, *ae.*

Wisconsin Advertising Service
2329 W. Welss St., Milwaukee 3, Wis. West 3-2232. Don Raymore, *o.*

William B. Wisdom, Inc.
California Bldg., New Orleans, La. Raymond 0111. D. L. Donnand, *vp;* R. W. Freeman, *sec.*

Witte & Burden
5757 Cass Ave., Detroit 2, Mich. Trinity 2-112-; 1; 2; 3. Paul F. Witte, *p;* W. Wilson Burden, *p;* Steven Powell, *prod. Ae's:* George L. Appel, P. F. Witte, W. W. Burden.

Ted Witter Advertising Agency
2519 Cleveland St., N.W., Canton 9, Ohio. 4-6566. Ted Witter, *pres.;* Charles McCann, *art d;* Paul Buchholz, *cpy. chf.;* B. E. Samuels, *prod. mgr.*

Fred Wittner Advertising
581 Fifth Ave., N. Y. 17. Plaza 9-7120. Fred Wittner, *pres. & ae;* Charles W. Kopf, *vp & ae;* Robert C. Heyda, *vp, pub. rels.;* Emanuel Halperin, *treas.;* Miriam Wittner, *sec.;* Ernest Waivada, *sr. art d;* Harold E. Bisson, *prod. mgr.;* Jerome Sutton, *traff. mgr.;* Melvin Elliott, Jack Wolf, John P. Maloney, Marvin S. Reese, *ae's.*

Media Dept.: Barbara Sunshine, *b.*

Dean C. Wolf and Associates, Inc.
725 Statler Office Bldg., Boston, Mass. Hancock 6-7820. Dean C. Wolf, *pres.*

Leo Wolf Advertising Agency
415 N. State St., Chicago, Ill. Randolph 6-2838; 2839. Leo Wolf, *pres., art d & b.*

Leonard Wolf & Associates, Inc.
743 Fifth Ave., N. Y. 22. Murray Hill 8-8220. Leonard Wolf, *pres., sec. & ae;* William Wolf, *vp, cpy. chf. & ae;* John Stoner, *art d;* Marshall Ackerman, *ae.*

Media Dept.: Richard Harris, *d.*

Wolfe-Jickling-Conkey, Inc.
327 John R. St., Detroit 26, Mich. Woodward 1-1865. C. M. Jickling, *pres., treas. & ae;* R. E. Mulvogue, *vp & ae;* R. L. Marks, *prod. mgr. & art d.*

Ed Wolff & Associates
418 First Federal Savings Bldg., Rochester 4, N. Y. Baker 2090. Lawrence Sterling, *p & ae;* Alfred G. Scheible, *p, tv-rad. d & ae;* Earl B. Holdren, *p & ae;* John M. Koenig, *p & art d;* Gordon C. McCowan, *acctnt.;* Mrs. Dori Bartelt, *prod. mgr. Ae's:* Ernest R. Turner, Richard W. Kinney, Frances G. Warwin, George H. Clement, Howard E. Dinkel, James L. Newman.

Maurice Wolff Advertising
506 Essex Bldg., Minneapolis, Minn. Federal 5-1291.

Womack & Snelson Advertising Agency
415 W. Fifth St., Odessa, Tex. Federal 2-7368. *P's:* T. W. Womack, Kenneth E. Esmond, W. E. Snelson; John Guffey, Tom Freeland, *ae's.*

Branch Office:
205 W. Bldg., Midland, Tex. Mutual 2-2922. W. E. "Pete" Snelson, *mgr.;* William B. Philpott, *ae.*

Woodard, Voss & Hevenor, Inc.
15 Elk St., Albany 7, N. Y. 3-1248. Philip Voss, *chmn. bd., treas. & ae;* Tedford L. Woodard, *pres. & ae;* Horace L. Hevenor, *exec. vp & ae;* Edward T. Loveday, *vp & ae;* Paul S. Twichell, *vp & ae;* Michael Savino, *art d;* Berthold Heyman, *prod. mgr.;* David DePorte, *cpy. chf.;* John W. Rieger, *publ. d;* Robert D. Fertig, *tv-rad. d & ae;* Mary Alice Rooney, *rsrch. d.*
Media Dept.: Anne M. White, *d.*

G. B. Woodin Co.
590 Clinton Ave., Albany, N. Y. G. Bruce Woodin, *pres. & treas.;* Rosalind B. Woodin, *sec.;* Joe Fay, *sec.*
Branch Office:
Woodstock, N. Y. 2925.

Albert Woodley Co., Inc.
530 Fifth Ave., N. Y. 36. Murray Hill 2-6881. Albert Woodley, *pres. & treas.;* Norman Mast, *sec.;* Fritz Buttgen, *art d;* Eric Innes, *prod. mgr.;* Lois Gaelen, *cpy. chf. Ae's:* Richard Sanna, Lois Gaelen.
Media Dept.: Marilynn Peterson, *d;* Edward Gallagher, *b & tb.*

Merrill J. Woods Co.
1102 Inland Bldg., Indianapolis 4, Ind. Melrose 7-7837. Merrill J. Woods, *mgr. & b.*

Van Lear Woodward Associate, Inc.
50 W. State St., Westport, Conn. Capital 7-9554. Van Lear Woodward Jr., *pres., treas.;* Thomas F. Cosgrove, *vp chg. tv & rad.;* Edward R. Wade, *vp chg. mktg.;* Fritz Kruse, *vp & exec. art d;* John Kemble, *vp & rsrch. d;* William C. Olmsted, *vp & prod. mgr.;* Gerald Clarkson, *art d;* Leo Nevas, *sec.;* Benjamin West, *cpy. chf.*
Media Dept.: Van Lear Woodward Jr., *d.*

Len Woolf Co.
2252 W. Beverly Blvd., Los Angeles, Calif. Dunkirk 8-2361. Len Woolf, *p, art d & prod. d;* Irving M. Woolf, *p & cpy. chf.;* Richard A. Thompson, *prod. mgr.;* E. D. Morton, *rsrch. d. Ae's:* Irving W. Woolf, John W. Power, E. D. Morton.
Media Dept.: John Power, *b & d.*

Ted Workman Advertising, Inc.
8800 Hines Blvd., P. O. Box 35114, Dallas 35, Tex. Fl 7-1907. Ted Workman, *pres.;* Robert A. Pigg, *vp & ae;* Iris Adams, *sec. & treas.*

World Wide Advertising Corp.
100 W. 55th St., N. Y. 19. Circle 6-7022. Nan T. Scholz, *pres.;* Donald A. Meyer, *vp;* Helene Meyer, *treas.*
Media Dept.: Helene Meyer, *b.*

Wortman, Barton & Russell
345 Madison Ave., N. Y. 17. Murray Hill 4-5920. E. B. M. Wortman, *pres. & ae;* Ormonde Russell, *exec. vp & ae;* Doris Nash Wortman, *vp & sec.;* Oliver S. Sibley, *art d;* Hortense Essler, *treas. Ae's:* W. M. Tyack, G. A. Fish, Robert Kaye, Robert C. Spohn, Denysse W. Turner, Carl Reimers, Robert P. Kuck, Neil J. Tenhengel, George Samuels.

Wright Advertising Agency, Inc.
LaSalle Pkway, Pittsford, N. Y. Ludlow 6-6776. Robert E. Wright, *pres.;* Albert L. Wright, *sec., treas. & cpy. chf.;* J. F. Finnegan, *publ. d.*

Wright, Campbell & Suitt, Inc.
152 E. Superior St., Chicago 11, Ill. Whitehall 4-3632.

George Wilfred Wright Advertising Agency
615 Wyoming Ave., Elizabeth 3, N. J. Elizabeth 2-6625. George Wilfred Wright, *prop.*

Frank M. Wulf Associates
417 Cuyahoga Savings Bldg., Cleveland 15, Ohio. Main 1-0344. Frank M. Wulf, *pres.*

Wyatt Advertising Agency
427 Ninth St., San Antonio 2, Tex. Capitol 6-2226. William L. Wyatt, *o;* William J. Lytle, *art d;* Robert Johnson, *prod. mgr.;* A. J. Lewis, *cpy chf. & rad. d;* B. E. Hickman, *traff. mgr.;* Tom Holbrook, Tim Collins, *ae's.*

Burton E. Wyatt & Co.
First National Bank Bldg., Atlanta 3, Ga. Ma 1121. Burton E. Wyatt, *o.*
Media Dept.: Mrs. Fain C. Thompson, *b.*

Wyckoff & Associates
140 Geary St., San Francisco 8, Calif. Yukon 6-1352. Claes V. S. Wyckoff, *o;* Bill Cowman, *art d.*
Media Dept.: Laura M. McGlynn, *d.*

Wyman Advertising
278 Post St., San Francisco 8, Calif. Douglas 2-2435. H. Jack Wyman, *pres., tv-rad. d, publ., rsrch., personnl d & ae;* Ruth J. Wyman, *vp, ae;* Frank T. Wilson, *art d;* Jane M. Dibble, *prod. mgr.;* John A. Pope, *cpy. chf.;* John L. Selover, *ae;* Jon W. Barkhurst, *ae & mdse. d.*
Media Dept.: Ruth J. Wyman, *d, b & tb;* Richard M. Gilmer, *ass't b & tb.*

Wyse Advertising
2728 Euclid Ave., Cleveland 15, Ohio. Superior 1-0702. Marc A. Wyse, *pres. & ae;* Lois H. Wyse, *vp & ae;* Mort Epstein, *art d;* Mary June Ogden, *prod. mgr.;* Margaret Martin, *cpy. chf. & ae;* Howard L. Marks, *tv-rad. d & ae.*
Media Dept.: Eve Reisz, *d.*

Yardis Advertising Co., Inc.
2116 Walnut St., Philadelphia 3, Pa. Locust 4-2520; 1; 2; 3. Raymond Rosenberg, *pres. & ae;* Bernard Bloom, *vp & art d;* Harold Ziebelman, *vp & prod. mgr.;* Roland Israel, *cpy. chf. & ae;* Susan Trent, *tv d & ae;* Maureen Whiting, *publ. d;* Meriam Ellman, *rsrch. d;* Gerald Feld, Janet Kriesman, *ae's.*
Branch Offices:
4624 N. Sheridan Rd., Chicago, Ill. Ra 3-4511. Bernard Berman, *vp;* Arthur Soltan, *tv d.*
Sub-Branch of Chicago, Milwaukee, Wis. Br 1-2060. S. Karipedes, *mgr.*

Thomas L. Yates Advertising Agency
1020 Summit Ave., Ft. Worth, Tex. Edison 5-4473. Thomas L. Yates, *pres. & ae;* Leonard Paul, *sec. & treas.;* Harry Ottmann, *ae.*

John Yezbak & Co.
1740 E. 12th St., Cleveland 14, Ohio. He 1-3232. John Yezbak, *pres. & ae;* John Nassif, *mng. & ae;* Michael Nassif, *prod. mgr.;* M. R. Yezbak, *rsrch. d;* John Pappas, *ae.*

Yordan Art Studio
1133 Broadway, N. Y. 10. Chelsea 3-7717. Raymond M. Yordan, *pres. & art d.*

Howard York Advertising
P. O. Box 1305, Lancasetr, Pa. Trinity 2-6312.

Yorktowne Advertising Agency
Ninth Ave. at Queen St., York, Pa. 7141. D. Walter Wardrop, *pres. & ae;* E. M. Wardrop, *vp;* Richard Budding, *sec.;* Marlet Laucks, *art d;* W. O. George, *prod. mgr.*

Charles E. Yost Advertising Agency
Keystone Bldg., Pittsburgh 22, Pa. Atlantic 1-5843. Charles E. Yost, *pres.;* G. R. Brinling, *prod. mgr.;* George Steiner, *art d.*

G. W. Young
25 S. Main St, Dayton 2, Ohio. Fulton 0046. G. W. Young, *prop.*

R. H. Young & Associates
998 Farmington Ave., W. Hartford 7, Conn. Adams 2-4423. R. H. Young, *pres. & treas.;* E. M. Kenyon, *sec.*

Young & Rubicam, Inc.
285 Madison Ave., N. Y. 17. Murray Hill 9-5000. Sigurd S. Larmon, *pres.;* Louis N. Brockway, *exec. vp & chmn. plans bd;* A. V. B. Geoghegan, *sr. vp & co-chmn. plans bd.;* Frank Fagan, *sr. vp;* Samuel Cherr, *sr. vp, mchdsg. d;* George Gribbin, *sr. vp, d cpy. dept.;* Harry Harding, *sr. vp chg. contact dept.;* William H. Howard, *sr. vp chg. new bus.;* Thomas W. Lapham, *vp, ass't to pres.;* Peter G. Levathes, *vp;* John F. Aldinger, *d, mechanical prod.;* Courtier L. Parsons, *mgr. mechanical prod. Vp's:* Milford J. Baker, Edward L. Bond Jr., Harry B. Carpenter, Thomas W. Clark, Robert E. Clayton, Thomas R. Cox, George B. Dippy, J. Brooks Emory Jr., Wilson H. Kierstead, Alexander Kroll, A. Gardiner Layng, Randolph T. McKelvey, G. Montagu Miller, Douglas J. Murphy, Walter K. Nield, Bernard Pagenstecher, Paul C. Richardson, Walter H. Smith, William D. Thompson, Edgar B. Van Winkle, Walter B. C. Washburn, Luis G. Weil, James P. Wilerson; Eldon E. Smith, *vp, mgr. mchdsg. dept.;* Eugene M. Skinner, *ass't mgr. mchdsg. dept.;* Charles Feldman, *vp, exec. cpy. d. Vp's & cpy. d's:* William J. Colihan, Hanley Norins, Mary E. O'Meara, Robert D. Work; Harry C. Rubicam Jr., *bus. mgr. cpy. dept.;* John Freese, *tv-rad. commercl. prod.;* John A. Sidebotham, *art d tv commercls.;* Peter Langhoff, *vp, d rsrch.;* Robert E. Stark, *mgr. rsrch. dept.;* Fred S. Sergenian, *vp, art d;* Walter P. Glenn, *vp, mgr. art dept.;* Jack M. Anthony, *vp, exec. art supvr.;* James P. Elliott, Arthur Cady, Carl S. Harris, Carl G. Lins, *art supvr's;* Francis E. Smith, *supvr. art dept.;* David Miller, *vp & gen. counsel;* Robert P. Mountain, *vp, tv-rad. d;* Rod Erickson, *vp, tv-rad;* D. Y. Bradshaw, *optns. mgr. tv-rad. dept.;* David Levy, *vp, tv-rad;* Joseph A. Moran, *vp, tv-rad.;* David Elton, *supvr. local tv-rad. prod.;* Henry F. Woods Jr., *vp, publ. & pub. rels.;* Harry Rauch, *vp, tv-rad. publ.;* H. H. Enders, *vp chg. finance & sec.;* George Farrand,

treas.; Wray Witten, *cont.;* G. A. Prosser, *personnel d;* W. H. Skirm, *off. mgr.*

Media Dept.: Peter G. Levathes, *d;* William E. Matthews, *exec. ass't d;* Charles T. Skelton, *assoc d & mgr. otdr. & transp. Assoc. d's:* Frank Coulter Jr., James R. English, Everett H. Erlick, George H. Leithner, Edward B. MacDonald, Henry L. Sparks; Warren Bahr, G. Kirk Greiner, Lloyd Harris, Thomas Lynch, *ass't d's. B's:* Kay Brown, Charles Buccieri, Thomas M. Comerford, Florence Dart, William P. Dollard, Seymour Drantch, John M. Flournoy, Donald Foote, Frank Grady, John Henderson, Vance Hicks, Arthur E. Jones Jr., Robert Kowalski, Arthur Meagher, Lorraine V. Ruggiero, Joseph St. Georges, Thomas Viscardi, Russell A. Young, Lewis Greenwood; Raymond E. Jones, *supvr, spot availabilities;* H. J. O'Sullivan, *mgr. traff;* Gordon Gibbs, *ass't mgr. traff.*

Branch Offices:
333 N. Michigan Ave., Chicago 1, Ill. Financial 6-0750. Eldon E. Smith, *vp chg. optns.;* Robert H. Brinkerhoff, *vp, mgr.;* Charles F. Fleischmann, Albert W. Gass, *vp's;* D. G. Schneider, *vp, mchdsg. d;* Karl F. Vollmer, *vp, cpy. d;* Frank J. Savage, *assoc. cpy. d;* Sam Fink, *vp, art d;* John B. Mills, *mgr. cooperative adv. acctg.;* Robert W. Mayer, *rsrch. d;* William W. Wilson Jr., *mgr. tv-rad.;* Edwin W. Feare, *mgr. traff;* Henry Oberster, *mgr. mechnicl. prod.;* Richard E. Gauen, *vp, publ. & pub. rels.;* F. M. Taussig, *personnel mgr.*

Media Dept.: Robert B. Byron Jr., *d. B's:* Richard C. Anderson, Marion E. Reuter, Richard G. Stevens, Eugene Sweeney; Robert J. Flatley, *art b.*
645 Griswold St., Detroit 26, Mich. Woodward 1-0067. Aldus P. Butler, *vp in chg.;* Walter C. Chamberlain, *vp;* Bernard T. Ducey, *mchdsg.;* John F. Worth, *cpy. d;* Claude R. Streb, *art d;* Errol T. Lyon, *mgr. traff & mechnicl. prod.;* Thoburn H. Wiant, *publ. & pub. rels.*

Media Dept.: Rod Holbrook, *d.*
120 Montgomery St., San Francisco 4, Calif. Douglas 2-6977. George B. Richardson, *vp & mgr.;* William L. Calhoun Jr., *vp;* William P. Reilly, *mchdsg. d;* Richard Neely, *cpy. d;* Donald F. Sternloff, *art d;* William Nugen Jr., *rsrch. d;* Joe Lordeman, *traff.;* Richard Baznik, *mgr. mechnicl. prod.*

Media Dept.: Patrick Healy, *d.*
6253 Hollywood Blvd., Hollywood 28, Calif. Hollywood 9-2731. Robert P. Mountain, *vp, tv-rad. d;* Walter Bunker, *vp, d Hollywood tv-rad;* Wickliff Crider, *d program optns.;* Milton Samuel, *mgr. publ. & pub. rels.*
611 Wilshire Blvd., Los Angeles 17, Calif. Madison 6-7641. Jack W. Smock, *vp & mgr.;* Thomas L. Burch, *vp;* Curtis A. Abel, *mchdsg. d;* Charles E. Lasher, *cpy. d;* Robert W. Wheeler, *art d;* William Nugent Jr., *rsrch. d;* Thomas Connolly, *mgr. mechnicl. prod.*

Media Dept.: George Allison, *d;* Robert R. Tompkins, *b.*
(International) 285 Madison Ave., N. Y. 17. Murray Hill 9-5000. Harry H. Enders, *vp & d.*

Export div.: Richard Penn, *mgr.*

Contact: Raul Ochoa, Miguel Martinez, John Hardy.

Media Dept.: Harold Weinholtz, *d & off. mgr.;* Jeannette Systma, *b.*

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Yount Co.
12 E. 10th St., Erie, Pa. Erie 2-2816. M. A. Yount, *o;* M. John Yount, *ae;* Russ Ricketts, *ae;* Richard Lewandoski, *prod. mgr.;* Luella Drenning, *sec;* Richard Bitting, *art d;* Lee Tillman, *artist.*

Henry J. Zaleskie Advertising
24 W. 45th St., N. Y. 36. Murray Hill 7-3046. Henry J. Zaleskie, *o;* J. D. Armstrong, *prod. mgr.;* Peter C. Ross, *ae.*

Peter Zanphir Advertising
565 Fifth Ave., N. Y. 17. Oxford 7-6996.

Zeeland Advertising Agency
407 W. Washington, Zeeland, Mich. Prospect 2-2133. Rex Parsons, *gen. mgr.;* Leona Breedveld, *sec.;* Dave Lam, *art d.*

Roy Zeff & Associates, Inc.
664 N. Michigan Ave., Chicago, Ill. Superior 7-6848. Roy D. Zeff, *pres. & ae;* William Mazur, *art d;* Grover A. Stretch, *prod. mgr.;* Louis T. Davis, *cpy. chf.*

Zibman, David Advertising
1015 Chestnut St., Philadelphia 7, Pa. Market 7-1221. David Zibman, *p & exec. d;* Etta Zibman, *p;* Ida M. Nelson, *creat. d;* Karl Boeish, *a serv.;* John Lillback, *cpy. chf*

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28 Adams Ave. W., Detroit 26, Mich. Woodward 1-9151. Ralph E. Keller, *pres.;* H. W. Calvert, *exec. vp & ae;* A. H. Ritter, *vp, tv-rad. d & ae;* M. J. Denomme, *sec.;* C. D. Vortman, *rsrch. d;* David A. Hallack, *d publ. rels.;* R. J. Eavey, *rsrch. d;* Charles S. Kennedy, *prod. mgr. Ae's:* J. F. McManus, L. B. Williams, R. H. Gass, V. E. Butterfly, D. S. Gordon.

Media Dept.: C. D. Vortman, *d.*

Zimmer-McClaskey Advertising Agency
1469 S. Fourth St., Louisville 8, Ky. Melrose 7-8781. Henry M. McClaskey Jr., *p & ae;* Allen E. Zimmer, *p & ae;* Edgar L. Carter, T. Dow Sanders, *art ds;* Robert L. Butler, *prod. mgr.;* Byron Hoskinson, *ass't prod. mgr.;* Graeme Gilmore, *tv-rad. d & ae;* Jean Drevenstedt, *traff.;* Ralph Leach, *rsrch. d & ae. Ae's:* James M. Howe, Hames W. Auter, Emery Lewis, Kenneth Erdman, Donald McDonald, Cliff McGee.

Media Dept.: Ralph Leach, *d.*

Zimmerman Advertising
603 Avondale Ave., P. O. Box 6371, Huston 6, Tex. Jackson 3-0032. W. B. Zimmerman, *o.*

Media Dept.: Mrs. Meredith McCord.

Walter J. Zimmerman Associates, Inc.
225 Lafayette St., N. Y. 12. Walker 5-0589. *Ae's:* Walter J. Zimmerman, Donald H. Blagg, Marilla Kohary, Charles Sturm.

John Marshall Ziv Company
75 E. Wacker Drive, Chicago 1, Ill. Andover 3-3393. John M. Ziv, *pres., publ. d & ae;* Kenneth W. Hayden, *vp & ae;* Robert E. Kilbride, *ass't to pres. & ae;* Royal Ziv, *sec.;* Charles Roth, *mgr. art dept;* D. Neville Mainguy, *consultg. vp & ae;* Joan Greene, *libr.*

Zlowe Co.
65 E. 55th St., N. Y. 22. Plaza 3-1764. Irwin Zlowe, *o & ae;* Benjamin C. Blake, *art d;* Joseph Goldberg, *ass't art d;* Milton Sutton, *cpy. chf.;* Peter Ripps, *mktg. & mchdse d. Ae's:* Leonard H. Spring, Lee Babin, Evan Roberts, Arnold Kranzler.

Media Dept.: Pauline Mann, *d.*

S. E. Zubrow Co.
1420 Walnut St., Philadelphia 2, Pa. Kingsley 6-4710. Sol E. Zubrow, *o;* Julius M. Balick, *d optns & mktg.;* Theodore Stein, *d mchdsg.;* Tom Immel, *art d;* Gloria Davis, *prod. mgr.;* William Lyons, *cpy. chf. Ae's:* Sol E. Zubrow, William Drutt & Donald McCarty.

Media Dept.: James Kirkconnell, *d & b.*

N. I. Zyck Advertising Co.
355D-#55 E. East Fifth Ave. S, Naples, Fla. Midway 2-6581; 301431. John J. Zyck, *pres., tv-rad d;* Audre Smith, *sec. & publ. d;* John Stebbins, *prod. mgr.;* Rufus Burnham, *cpy. chf.;* J. J. Zyck, *ae.*

Media Dept.: John J. Zyck. *b & th.*

Executives: Hanford Main, *pres.;* M. G. Johaning, *exec. vp;* R. H. Schust, *vp, sls.;* Gene Flack, *d, advg.;* N. B. Smith, *advg. mgr.*
Advertising Agency:
CUNNINGHAM & WALSH, NY, all products. Joseph Gavin, *tb.*
TOTAL ADVG.: $2,353,189.
SPOT TV: $810,070.

Swift & Co.

Union Stock Yards, Chicago 9, Ill.
Executives: Harold H. Swift, *hon. chmn.;* John H. Holmes, *chmn.;* Porter M. Jarvis, *pres.;* P. C. Smith, C. T. Prindeville, P. E. Petty, W. P. Ayers, E. D. Fletchall, J. P. Jurgatis, J. B. Miller, E. A. Moss, S. N. Neetow, R. C. Newton, R. W. Record, R. W. Regensburger, R. W. Renecker, H. E. Wilson, *vp's;* F. J. Townley, *vp, gen. sls. depts;* Ray Wever, *advg. mgr.*
Advertising Agencies:
McCANN-ERICKSON, CHICAGO, agricultural rsch., canned meats, casings, dairy & poultry, dairy export (Puerto Rico), franks & sausage, fresh meats, ham & bacon, home economics, institutional sls., ice cream, industrial & pub. rel. advg., meats for babies, packaged frozen meats, table-ready meats, trade relations. W. R. Kinnaird, *vp & ae.*
J. WALTER THOMPSON CO., CHICAGO, Allsweet, commercial bakery products, End-o-products, Pard & Pard Meal, peanut butter, refinery products, Vigoro. G. C. Dibert, *ae;* John Cole & Esther Anderson, *tbs.*
GARDNER ADVERTISING, ST. LOUIS, for St. Louis IND. div., all advertised products. G. W. Bamberger, *ae.*
TOTAL ADVG.: $12,705,878.
NET TV: $4,091,533.
SPOT TV: $1,091,940.

Tea Council of the USA, Inc.

500 Fifth Ave., New York 36.
Executives: Gerard L. Brant, *exec. dir.;* John M. Anderson, *d of advg. & prom.*
Advertising Agency:
LEO BURNETT CO., CHICAGO, C. M. Dering, *ae.*
SPOT TV: $1,200,000.

Top Value Enterprises, Inc.

Top Value Bldg., Dayton 1, O.
Executives: Wm. P. Runyan, *pres.;* Byron M. Crippin, *vp gen. sls. mgr.;* Fred M. Hussey, *vp;* Ellis L. Redden, *mgr., advg. & sls. prom.;* Charles H. Waterman, Jr., *ass't advg. mgr.*
Advertising Agency:
CAMPBELL-MITHUNE, MINNEAPOLIS, trading stamps. Ralph Wittgraf, *ae.*
TOTAL ADVG: $1,690,793.
SPOT TV: $1,041,480.

United States Borax & Chemical Corp.

630 Shatto Place, Los Angeles 5, Calif.
Executives: J. M. Gerstley, *pres.;* P. J. O'Brien, *vp & gen. mgr.;* D. V. Parker, *vp in charge,* and K. H. Lyngheim, *advg. mgr.,* 20 Mule Team Prod's div.
Advertising Agency:
McCANN-ERICKSON
TOTAL ADVG: $1,126,578.
SPOT TV: $1,097,930.

U. S. Tobacco Co.

630 Fifth Ave., New York 20.
Executives: Jonathan W. Peterson, *pres.;* L. A. Bantle, *vp.*
Advertising Agency:
C. J. LaROCHE & CO., NY, entire account.
TOTAL ADVG: $1,399,405.
SPOT TV: $524,430.

Vick Chemical Co. (Vick Products Div.)

122 E. 42nd St., New York 17.
Executives: Kirby Peake, *pres.;* C. H. Carter, *vp, mtkg.;* H. A. Shull, *vp, new prod's;* E. J. Elias, *prod. mgr.* Softskin; E. B. Newsom, *sls. mgr.;* D. D. Conkwright, *sls. prom. mgr.*
Advertising Agencies:
MORSE INTERNATIONAL, NY.
ELLINGTON & CO., NY, Softskin.
BBDO, NY, Medi-tating cough syrup.
TOTAL ADVG.: $3,233,076.
NET TV.: $828,982.
SPOT TV.: $691,520.

Walgreen Co.

4300 Peterson Ave., Chicago 30.
Executives: C. R. Walgreen, Jr., *pres.;* R. G. Knight, *vp & treas.;* R. G. Schmitt, *vp, dir. retail store optns.;* A. L. Starshak, *vp & pub. rel. dir.;* O. G. Gile, *d advg.*
Advertising Agency:
R. JACK SCOTT, INC., CHICAGO.
TOTAL ADVG.: $3,500.00.
SPOT TV: $508,580.

Ward Baking Co.

475 Fifth Ave., New York 17.
Executives: Feris R. Russell, *chmn. & chief exec. officer;* L. T. Melly, *vice chmn. & treas.;* R. Arnold Jackson, *pres.;* August F. Guckenberger, *vp, chg. sls. advg. & merch.*
Advertising Agency:
J. WALTER THOMPSON, NY,
TOTAL ADVG.: $1,500,000.
SPOT TV: $848,230.

Warner-Lambert Pharmaceutical Co.

Tabor Rd., Morris Plains, N. J.
Executives: Elmer H. Bobst, *chairman bd.;* Alfred E. Driscoll, *pres.;* E. T. T. Williams, *chairman exec. committee.*
Lambert-Hudnut div.: J. Y. Lund, *pres.;* Robert G. Urban, *exec. vp;* Frank E. Camp, *vp, sales;* John J. McClellan, *brand mgr., Lambert line;* R. J. Boslet, *brand mgr., hair-care line.*
Cosmetics: G. S. Fowler, *vp, advg. & mdsg.;* C. A. Pennock, *pres.,* Duberry, & *vp, cosmetics sales.*
Advertising Agencies:
KENYON & ECKHARDT, NY, Richard Hudnut Quick Home Permanent, Pin-Quick, Enriched Creme Shampoos and Creme Rinse 'n Set. Robert Kibrick, *tb.*
LAMBERT & FEASLEY, NY, Listerine antiseptic & toothpaste. William B. Hinman, *tb.*
NORMAN, CRAIG & KUMMEL, NY, Sportsman toiletries.
NET TV: $2,100,000.
SPOT TV: $5,820,440.

Welch Grape Juice Co.

Westfield, N. Y.
Executives: D. Moorhead, *pres.;* Howard F. Nuss, *exec. vp, sls. & advg.;* R. T. Ryan, *exec. vp;* Richard Adams, *merch. mgr.;* Robert G. Griffin, *field sls. mgr.*
Advertising Agency:
RICHARD K. MANOFF, INC., NY.
SPOT TV: $523,330.

Wesson Oil & Snowdrift Sales Co.

210 Baronne St., New Orleans 12, La.
Executives: A. Q. Petersen, *pres.*
Advertising Agency:
FITZGERALD ADVERTISING, NEW ORLEANS. Marie O'Meara, *tb.*
TOTAL ADVG.: $5,561,147.
NET TV: $1,266,658.
SPOT TV: $1,300,000.

George Wiedemann Brewing Co., Inc.

601 Columbia St., Newport, Ky.
Executives: H. Tracy Balcom Jr., *pres. & gen. mgr.;* Richard E. Wagner, *vp & treas.;* Oscar R. Beatty, *sales mgr.;* M. A. Vandervort, *mdsg. mgr.;* Newton Cross, *advg. dir.;* H. W. Lupton, *ass't advg. dir.*
Advertising Agency:
TATHAM-LAIRD, CHICAGO.
TOTAL ADVG.: $1,129,579.
SPOT TV: $530,000.

Stephen F. Whitman & Son, Inc.

4th & Race Sts., Philadelphia 5, Pa.
Executives: Wm. M. Noonan, *pres.;* Julian T. Barksdale, *vp, mktg.;* John D. Morrissey, *advg. mgr.*
Advertising Agency:
N. W. AYER & SON, PHILADELPHIA.
TOTAL ADVG.: $950,000.
SPOT TV: $30,000.

Wildroot Co., Inc.

1740 Bailey Ave., Buffalo 11, N. Y.
Executives: H. J. Lehman, *pres.;* Robert E. Schwartz, *exec. vp;* Albert E. Ritchie, *vp chg. sales;* J. Ward Maurer, *vp chg. advg.;* H. J. Lehman Jr., *vp chg. pub. rels.;* J. Paul Sheedy, *sales mgr.;* Charles Dentinger, *m d.*
Advertising Agencies:
BBDO, BUFFALO, NY, S. C. Titus, *ae.* Gertrude Scanlan, *tb.* also BBDO, Cleveland, C. F. Metzger, *ae.*
A. J. DENNE CO., LTD., TORONTO, Canadian advg., A. J. Denne, *ae.*
GOTHAM-VLADIMIR & CO., NY, export advg.
TOTAL ADVG.: $4,200,000.
NET TV: $2,900,000.
SPOT TV: $825,000.

William Wrigley Jr. Co.

410 N. Michigan Ave., Chicago 11, Ill.
Executives: Philip K. Wrigley, *pres.;* R. R. Holcomb, *1st vp;* A. G. Atwater, *vp chg. sales;* Offield Wrigley, *advg. mgr.*
Advertising Agencies:
ARTHUR MEYERHOFF & CO., CHICAGO.
FRANCES HOPER ADVG., CHICAGO.
ERWIN, WASEY, RUTHRAUFF & RYAN, CHICAGO.
TOTAL ADVG.: $8,000,000.
SPOT TV: $750,000.

Services Related to the Television Industry

ASSOCIATION & INDUSTRY GROUPS

Acoustical Society of America
New York 17, 335 E. 45th St., Murrayhill 5-1940. Richard K. Cook, *pres.;* Wallace Waterfall, *sec.*

Advertising Ass'n of the West
San Francisco 8, 425 Bush St., Garfield 1-6868. John H. Hoefer, *pres.;* Charles W. Collier, *exec. vp;* Nelson Carter, *sr. vp;* Mrs. Billie Luedtke, *vp-at-large;* Walter McNiff, *d of tv.*

The Advertising Council, Inc.
New York 36, 25 W. 45th St., Judson 2-1520. Louis N. Brockway, *chmn.;* Lee H. Bristol, Leo Burnett, John C. Sterling, *v chmn's.;* Theodore S. Repplier, *pres.;* Allan M. Wilson, George P. Ludlam, *vp's;* Frederic R. Gamble, *sec.;* Paul B. West, *treas.;* Gordon C. Kinney, *radio-tv d;* Maxwell Fox, *pub. rels. d.* A non-profit organization dedicated to the uses of advertising in the public service.
Offices: Washington 6, 1200 18th St., N.W., Sterling 3-9153. T. S. Repplier, *pres.* Chicago 1, 203 N. Wabash Ave., Randolph 6-1753. L. S. Schwartz, *mid-west rep.* San Francisco 8, 425 Bush St., Garfield 1-6868. Charles W. Collier.

Advertising Federation of America
New York 19, 250 W. 57th St., Circle 6-2431. Robert M. Feemster, *Wall Street Journal, bd, chmn.;* C. James Proud, *pres., gen. mgr.*

Advertising Research Foundation
New York 22, 3 E. 54th St., Plaza 1-5656. W. H. Wulfeck, *chm.;* Ben Donaldson, *v chmn.;* Arno H. Johnson, *treas.;* William A. Hart, *pres.;* A. W. Lehman, *mng. d;* D. B. Lucas, *technical d.*

Alliance Of Television Film Producers, Inc.
Hollywood 28, 6912 Hollywood Blvd., Hollywood 7-2159. Maurice Morton, *pres.;* Maurice Unger, *vp;* John Findlater, *sec.;* Archer Zamloch, *treas.;* John Zinn, *exec. sec.;* Hal Roach, Jr., Armand Schaefer, Rudy Abel, *members of the exec. comm.*

Allied States Ass'n of Motion Picture Exhibitors
Washington 6, D. C., 1131 Dupont Circle Bldg., Dupont 7-7400. Abram F. Myers, *chmn. & gen. counsel;* Julius M. Gordon, *pres.;* Horace Adams, *treas.;* Edward W. Lider, *sec.;* W. A. Carroll, *recording sec.;* Trueman T. Rembusch, *chmn. of tv comm.*

All-Industry Television Music License Comm.
Irving R. Rosenhaus, WATV, Newark, *chmn.;* Elisha Goldfarb, RKO Teleradio Pictures, *treas.;* Simon H. Rifkind, *counsel.*

American Ass'n of Advertising Agencies
New York 17, 420 Lexington Ave., Lexington 2-7980. Melvin Brorby, Needham, Louis & Brorby, *chmn.;* J. Davis Danforth, BBDO, *v chmn.;* Ross H. Ryder, Ryder & Oleyer, Inc., *sec. & treas.;* Frederic R. Gamble, *pres.;* Kenneth Godfrey, *sec. to broadcast media comm.;* Dorothy Copeland, *sec. to tv-radio admin. comm.*

American Ass'n of Engineers
Chicago 3, 8 S. Michigan Ave., Randolph 6-9085. Patrick J. Lucey, *pres.;* M. E. McIver, *national sec.;* H. A. Wagner, *d-consulting engineer.*

American Ass'n of Film Producers, Inc.
Chicago 1, 333 N. Michigan Ave. Association of producers of industrial, educational, government films under code of fair practice.

American Baptist Convention Radio & Television Dept.
New York 16, 152 Madison Ave., Murrayhill 4-4100. Frederick L. Essex, *d.*

American Cinema Editors, Inc.
Hollywood 28, 6772 Hollywood Blvd., Hollywood 5-8527. George Amy, *pres.;* Elmo Williams, *vp;* Fred Berger, *sec.;* Daniel A. Nathan, *treas.* Professional organization made up of the top editors of the motion picture and tv industries. The objects and purposes of the American Cinema Editors are to advance the art and science of the film editing profession; to increase the entertainment value of motion pictures by attaining artistic pre-eminence and scientific achievement in the creative art of film editing.

American Council for Better Broadcasts
Madison 3, Wis., 423 N. Pinckney St., Alpine 5-2009. Leslie Spence, *exec. d;* Dr. George C. Johnson, *pres.;* Mrs. Melvin C. Koch, Mrs. Gertrude Broderick, *vp's;* Mrs. Martin Leiner, *recording sec.* Report to agencies, sponsors, networks and FCC.

American Council on Education, Committee of Television
Washington 6, 1785 Massachusetts Ave., Hudson 3-6620. Mrs. Dorothy R. Smith, *sec.* Publishes educational tv newsletter; sponsors conferences on ETV.

American Federation of Musicians
New York 22, 425 Park Ave., Plaza 8-0600. James C. Petrillo, *pres.*
Office: Newark 4, 220 Mt. Pleasant Ave., Humbolt 2-8010. Leo Cluesmann, *sec.;* George V. Clancy, *treas.*

American Federation of Tv & Radio Artists
New York 36, 15 W. 44th St., Murrayhill 7-1810. Donald F. Conaway, *national exec. sec.;* Ken Groot, *exec. sec.*, N. Y.
Offices: Hollywood 28, 6331 Hollywood Blvd. Claude McCue, *exec. sec.*, L. A. Chicago 11, 102 E. Hubbard St. Raymond Jones, *exec. sec.*

American Heritage Foundation
New York 36, 11 W. 42nd St., Bryant 9-4355. Gen. Walter Bedell Smith, *chmn.;* John C. Cornelius, *pres.;* Brendon Byrne, *exec. d.*

American Institute of Electrical Engineers
New York 18, 33 W. 39th St., Pennsylvania 6-9220. Walter J. Barrett, *pres.;* N. S. Hibshman, *sec. tv & aural broadcasting systems comm.;* C. M. Braum, *chmn.;* Carl E. Smith, *v chmn.;* O. W. B. Reed, Jr., *sec.*

American Marketing Ass'n.
Chicago 3, 27 E. Monroe St., Central 6-8306. D. Maynard Phelps, *pres.;* Wendell R. Smith, *pres.-elect;* Frank W. Mansfield, Bay E. Estes, Jr., Hugh G. Wales, *vp's;* Schuyler F. Otteson, *sec.;* LeRoy F. Church, *treas.*

American Newspaper Publishers Ass'n.
New York 17, 370 Lexington Ave., Murrayhill 5-2000. Cranston Williams, *gen. mgr.*
Offices: Chicago 1, 360 N. Michigan Ave., Franklin 2-3746. George N. Dale, *mgr.*

American Public Relations Ass'n
New York, 22 E. 38th St., Lexington 2-6794. James L. Macwithey, Bristol-Myers Co., New York, *national pres.;* J. Brooks Nichols, Jr., American Credit Indemnity Co. of New York, Baltimore, *national sec.*

American Radio Relay League
West Hartford 7, Conn., 38 LaSalle Rd. Goodwin L. Dosland, *pres.;* Wayland M. Groves, *1st vp;* F. E. Handy, Percy C. Noble, *vp's;* D. H. Houghton, *treas.;* A. L. Budlong, *sec.*

American Society of Cinematographers, Inc.
Hollywood 28, 1782 N. Orange Dr., Hollywood 7-2135. Burnett Guffey, *pres.* Society of directors of photography (membership is by invitation only).

American Society of Composers, Authors & Publishers
New York 22, 575 Madison Ave., Murrayhill 8-8800. Paul Cunningham, *pres.;* Louis Bernstein, Otto A. Harbach, *vp's;* John Tasker Howard, *sec.;* Saul H. Bourne, *treas.;* George W. Meyer, *ass't sec.;* Frank H. Connor, *ass't treas.* Issues licenses to bulk users of copyrighted musical compositions written, composed or published by its members.

American Women in Radio & Television, Inc.
New York 22, 501 Madison Ave., Eldorado 5-7281. Edythe Fern Melrose, *pres.;* Betty Butterfield, Martha Crane, Edith Ford, Sarah Jane Moon, Marian K. Rowe, *vp's;* Nena Badenoch, *sec. & treas.;* Margo Anderson, *exec. sec.* To further women in tv-radio.

Anti-Defamation League of B'nai B'rith
New York 22, 515 Madison Ave., Plaza 1-1800. Joseph Kenas, *pgm. d of tv & motion picture dept.;* Oscar Rose, *ass't pgm. d.* Free films and tv spots; for better intergroup relations.

Armed Forces Communications & Electronics Ass'n.
Washington 6, D.C., 1624 I St., N.W., Executive 3-3033. Rear Adm. Frederick R. Furth (ret.), *pres.;* Rear Adm. Henry C. Bruton, Maj. Gen. Alvin L. Pachynski, Maj. Gen. James D. O'Connell, Joseph E. Heinrich, John R. Howland, *vp's;* Julia B. Godfrey, *sec.;* Frank Martins, *treas.;* Ralph L. Walker, *counsel.*

Associated Press Radio & Television Ass'n.
New York 20, 50 Rockefeller Plaza, Plaza 7-1111. Daniel W. Kops, WAVZ New Haven, *pres.;* Joe H. Bryant, KCBD-TV Lubbock, Tex., Tom Eaton, WTIC Hartford, Jack Dunn, KDAY-TV Fargo, N. D., *vp's;* Oliver S. Gramling, AP, *sec.;* Robert R. Booth, AP, *treas.*

Ass'n of American Railroads
Washington 6, D.C., Transportation Bldg., National 8-9020. William T. Faricy, *chmn.;* Daniel P. Loomis, *pres.;* Robert S. Henry, *vp, pub. rels.;* Albert R. Beatty, *ass't vp, pub. rels.;* H. F. McLaury, *advg. mgr.*

Ass'n of Canadian Advertisers, Inc.
Toronto 1, 85 Richmond St., West, Empire 3-8046. T. M. Atkinson, DuPont Co. of Canada, Ltd., *pres.;* H. E. Whitehead, Kimberly-Clark Products, Ltd., *exec. vp;* G. C. Clarke, Standard Brands, Ltd., E. T. Gater, Sterling Drug Mfg. Ltd., J. J. McGill, Imperial Tobacco Co. of Canada, Ltd., J. C. Miller, Ford Motor Co. of Canada, Ltd., *vp's;* A. B. Yeates, The Prudential Insurance Co. of America, *vp & treas.;* H. E. Legate, *gen. mgr. & sec.*

Ass'n of Electronic Parts & Equipment Mfrs.
Chicago 3, 11 S. LaSalle St., Dearborn 2-4217. A. N. Haas, Bud Radio, Inc., *pres.;* Helen Staniland Quam, Quam-Nichols Co., *1st vp;* Gail S. Carter, Merit Coil & Transformer Corp., *2nd vp;* Ken Hathaway, Ward Leonard Electric, *treas.;* Kenneth C. Prince, *exec. sec.*

Ass'n of Federal Communications Consulting Engineers
Washington, D.C., c/o George P. Adair, 1610 I St., N.W., Executive 3-1230. Robert E. L. Kennedy, *pres.;* John Cruetz, *vp;* George P. Adair, *sec.;* George Gautney, *treas.*

Ass'n of Maximum Service Television
Washington 6, D.C., 1735 D Sales St., NW., District 7-5412. Jack Harris, KPRC-TV Houston, *pres.;* Charles Crutchfield, WBTV Charlotte, N. C., *1st vp;* Don Davis, KMBC-TV Kansas City, *2nd vp;* Harold Gross, WJIM-TV Lansing, Mich., *sec. treas. & exec. d.*

Ass'n of Mexican Advertising Agencies
(Associacion Mexicano de Agencies de Publicidad) Mexico 1, D.F., Arpartado Postal 9488.

Ass'n of Motion Picture Producers, Inc.
Hollywood 48, 8480 Beverly Blvd., Olive 3-2200. Eric Johnston, *pres.;* Y. Frank Freeman, *chmn.;* B. B. Kahane, *vp;* Steve Broidy, *vp;* Charles S. Boren, *vp, industrial rels.;* James C. Howie, *sec. & treas.*

Ass'n of National Advertisers
New York 17, 155 E. 44th St., Oxford 7-5950. Paul B. West, *pres.;* George E. Mosely, Seagram-Distillers Co., *bd. chmn.;* M. L. McElroy, Cy Norton, J. M. Allen, *vp's;* Peter Allport, *sec.;* George J. Abrams, Revlon, *chmn., radio-tv advg. serv. comm.*

Ass'n for Professional Broadcasting Education
Washington 6, D.C., 1771 N. St., N.W., Decatur 2-9300. Dr. Kenneth Harwood, U. of S. Calif., *pres.;* Robert J. McAndrews, KBIG Hollywood, *vp;* Richard M. Brown, KPOJ Portland, Ore., *sec. & treas.;* Fred Garrigus, NARTB, *exec. sec.*

Ass'n of Radio & Television News Analysts
Quincy Howe, *pres.;* W. W. Chaplin, Joseph C. Harsch, *vp's;* Larry LeSeuer, *sec.;* Cesar Saerchinger, *treas.*

Audio Engineering Society
New York 11, Box 12, Old Chelsea Station. W. O. Stanton, *pres.;* Sherman M. Fairchild, *exec. vp;* Henry J. Schroeder, *central vp;* Ross H. Snyder, *western* vp; C. J. LeBel, R. A. Schlegel, *sec's.*

Brand Names Foundation, Inc.
New York 16, 437 Fifth Ave., Murrayhill 5-0888. Thomas F. O'Neil, (*chmn. of bd.*, RKO Teleradio Pictures, Inc.), *chmn. of the bd.;* Henry E. Abt, *pres.* Conducts a continuous advg. campaign for all media, the purpose of which is to emphasize the benefits and serv. of manufacturers' brand names and brand advg.

British Broadcasting Corp.
New York, 630 Fifth Ave., Circle 7-0656. Barrie Thorne, *N. American rep.;* G. Del Strother, *chm. ass't.;* Christopher Serpell, Douglas Willis, *Washington correspondents*, National Press Bldg., Executive 3-1465; F. D. Walker, *U.N. correspondent*, Plaza 4-1234.

Broadcast Music, Inc.
New York 17, 589 Fifth Ave., Plaza 9-1500. Carl Haverlin, *pres.;* Glen R. Dolberg, *vp station rels.* Music licensor.

Broadcasters Club
Washington 6, 1737 DeSales St., N.W., Leonard H. Marks, *chmn. of the organization comm.*

Broadcasters Promotion Ass'n.
Chicago, 20 N. Wacker Dr. Elliott W. Henry, Jr., ABC Chicago, *pres.;* Charles A. Wilson, WGN-TV & WGN, Chicago, *1st vp;* Montez Tjaden, KWTV Oklahoma City, *2nd vp;* William Pierson, ABC Chicago, *sec. & treas.*

Broadcasting Foundation of America
New York 17, 342 Madison Ave., Oxford 7-8034. Robert Redfield, *chmn., bd of trustees;* Frank N. Freeman, *pres.;* Chloe Fox, *exec. d;* Seymour N. Siegel, *exec. vp;* George E. Probst, *vp;* Myron K. Wilson, *sec. & gen. counsel.*

Bureau of Advertising of the American Newspaper Publishers Association, Inc.
New York 17, 485 Lexington Ave., Murrayhill 7-9300. Richard L. Jones, Jr., *chmn. of the bd.;* Charles T. Lipscomb, Jr., *pres.*

California Copyright Conference
Hollywood 28, 1651 Cosmo St., Hollywood 4-7313. Robert B. Marks, *pres.;* Robert McCluskey, *vp;* Virginia Warwick, *treas.;* Franya Pasternacki, *sec.;* Gloria Schlesinger, *ass't. sec.*

Canadian Ass'n. of Radio & Television Broadcasters
Ottawa, 108 Spark St., Central 3-4038. Sales Branch—200 St. Clair Ave., W., Toronto, Ont. Walnut 2-3334. Vern Dallin, CFQC Saskatoon, Sask., *pres.;* D. A. Gourd, Radio Nord Inc., Rouyn, P.Q., *vp rad.;* Geoff Stirling, CJON-TV St. John's Nfld., *vp television.*

Canadian Radio Technical Planning Board
Toronto 7, Ont., 200 St. Clair Ave., W. Ralph A. Hackbusch, *pres.;* F. H. R. Pounsett, *vp;* R. C. Poulter, *gen. coord.;* F. W. Radcliffe, *sec. & treas.*

Catholic Apostolate of Radio, Television & Advertising
New York 22, 453 Madison Ave., Plaza 9-1400. Rev. Timothy J. Flynn, *moderator;* William Warnecke, *pres.;* Margaret Bell, *vp;* Vincent O'Mullen, *treas.;* Veronica Schlueter, *rec. sec.;* Gertrude Unsell, *corres. sec.*

Clear Channel Broadcasting Service
Washington 5, D.C., 532 Shoreham Bldg., Executive 3-0255. Erwin W. Craig, Nashville, *chmn.;* Harold Hough, Ft. Worth, *treas.;* Hollis M. Seavey, Washington, *d.*

Composers, Authors & Publishers Ass'n. of Canada, Ltd.
Toronto, 182 St. George St., Walnut 3-8457. Sir Ernest MacMillan, *pres.;* W. S. Low, *gen. mgr.*

Committee for Competitive Television
Washington 6, D.C., 1735 DeSales St., N.W., District 7-3584. John W. English, *chmn.;* Thomas Chisman, *sec. & treas.*

Committee for Home Town Television, Inc.
Bridgeport, Conn., Box 9140, Amherst 8-1601. Charles DeRose, *chmn.;* Philip Merryman, *pres.;* Edward Taddei, *treas.*

Community Broadcasters Assn.
Hopkinsville, Ky., Box 539, Tuxedo 5-5331. F. Ernest Lackey, WHOP Hopkinsville, Ky., *pres.;* Robert T. Mason, WMRN Marion, *o & vp;* John Henzel, WHDL Olean, N. Y., *sec. & treas.;* Howard Schellenberg, 1025 Connecticut Ave., N.W., Washington, D.C., *attorney.*

Conference of Personal Managers
Hollywood 28, 1626 N. Vine St., Hollywood 9-1993. William Loeb, *pres.;* Sam Lutz, Thomas Shiels, *vp's;* Bill Burton, *sec.;* Sam Zuker, *treas.*

Copyright Society of the U. S. A.
New York 12, 40 Washington Sq., Walter J. Derenberg, *pres.;* Frederic G. Melcher, John Schulman, *vp's;* Alfred H. Wasserstrom, *sec.;* Leonard Zissu, *ass't sec.;* William Klein II, *treas.;* Sigrid H. Pedersen, *ass't treas.*

Council of Motion Picture Organizations, Inc.
New York 36, 1501 Broadway, Wisconsin 7-8920. Samuel Pinanski, Abe Montague, Robert W. Coyne, *governing comm.;* Robert W. Coyne, *special counsel;* Charles E. McCarthy, *info. d;* Herman Robbins, *treas.;* Sidney Schreiber, *sec.*

Crusade For Freedom
New York 17, 345 E. 46th St., Oxford 7-3939. Arthur W. Page, *pres.;* John M. Patterson, *exec. vp;* Gwilym A. Price, *chmn.;* Eugene Holman, *chmn. of exec. comm.*
Office: Washington 4, D.C., 425 13th St., N.W., Metropolitan 8-4637.

Daytime Broadcasters Ass'n.
Mattoon, Ill., Box 322, Phone 6464. Ray Livesay, WLBH Mattoon, Ill., *chmn.;* Richard Adams, WKOX Framingham, Mass., *pres.;* Alf M. Landon, KSCB Topeka, Kans., *vp;* R. Karl Baker, WEEB Southern Pines, N. C., *vp government rels.;* Joe Leonard, Jr., KGAF Gainsville, Tex., *sec. & treas.*

Direct Mail Advertising Ass'n
New York 22, 3 E. 57th St., Murrayhill 8-7388. William R. Merriam, Federation for Railway Progress, *chmn. of bd.;* Douglas B. Mahoney, Frank W. Horner, Ltd., David Goldwasser, Atlanta Envelope Co., *v chmn's.;* Gloria Palm Carlberg, Zellerbach Paper Co., *sec.;* T. V. Bihler, Journal of Commerce, *treas.;* Arthur E. Burdge, *pres.*

Educational Television & Radio Center
Ann Arbor, Mich., 2320 Washtenaw Ave., Normandy 3-2476. H. K. Newburn, *pres.;* Kenneth L. Yourd, *sec. & treas.;* George L. Hall, *d of dvlpmnt.;* Robert Hudson, *pgm. coord.;* Troy Crowder, *ass't to the pres.;* Ryland W. Crary, *d of education;* Kenneth A. Christiansen, *pgm. mgr.* The Center, a non-profit organization, provides a weekly

program service for the nation's educational television stations.
Office: New York 17, 345 E. 46th St., Oxford 7-6846.

Electric League of Los Angeles, Inc.
Los Angeles 6, 2508 W. Olympic Blvd., Dunkirk 3-4159. Glen L. Logan, *mng. d & vp.* Trade ass'n.

Electronic Industries Ass'n.
Washington 6, 1721 DeSales St., N.W., National 8-3902. W. R. G. Baker, General Electric Co., *pres.;* James D. Secrest, *exec. vp & sec.;* Leslie F. Muter, The Muter Co., *treas.;* William L. Reynolds, *gen. counsel;* Robert S. Bell, Packard-Bell Co.; F. R. Lack, Western Electric Co.; H. J. Hoffman, Machlett Laboratories, Inc.; Herbert W. Clough, Belden Mfg. Co., and R. E. Carlson, Tung-Sol Electric, Inc., *vp's;* Peter H. Cousins, *ass't to exec. vp;* William F. E. Long, *statistical dept. mgr.;* Tyler Nourse, *intl. dept. mgr.;* Herbert F. Hodge, Jr., *off. of info. mgr.;* Capt. Henry Bernstein, *military engineering coord.* and Charles Maechling, *mgr. & counsel, military rels. dept.*

Electronics Mfrs. Ass'n.
New York 36, 55 W. 42nd St., Pennsylvania 6-4864. I. A. Mitchell, United Transformer Corp., *pres.;* Allan C. Bernstein, Adams Laboratories, *sec.;* Hyman Winograd, Presto Recording Corp., *treas.;* John W. Martindale, *exec. sec.* Assistance to members in handling their labor relations problems.

Electronics Parts Mfrs. Ass'n.
Washington 5, D.C., 430 Wyatt Bldg., Metropolitan 8-3665. Charles C. Koch, Merit Transformer Corp., *pres.;* Alexander P. Hirsch, Micamold, *vp;* Neil Washburn, Tel-Rad, *sec.*

Federal Communications Bar Ass'n.
Washington 6, D.C., 816 Conn. Ave., Republic 7-2701. George S. Smith, *pres.* To promote federal laws relating to wire and radio communications.

Film Council of America
Evanston, Ill., 614 Davis St., Davis 8-7272. H. A. Tollefson, *pres.;* Gus Giordano, *d,* American Film Embassy; Jeanette Sarkisian, *d of publications;* Mrs. Margaret Hager, *membership sec.;* Wm. Wellborn, *mgr. editor, rushes.*

Film Producers Ass'n of New York, Inc.
New York 6, 39 Broadway, Whitehall 3-9076. Harold E. Wondsel, *pres.;* Nathan Zucker, *vp;* Mrs. Elda Hartley, *sec.;* Edward Lamm, *treas.;* Wallace A. Ross, *pub. rels. counsel* (15 E. 48th St., New York 17, Plaza 1-1920).

Financial Public Relations Ass'n.
Chicago 4, 231 S. LaSalle St., State 2-5547. Preston E. Reed, *exec. vp.*

FM Development Ass'n
Los Angeles, 9221 W. Pico Blvd., Crestview 6-1149. Robert A. Brazy, *pres.*

Ford Foundation
New York 22, 477 Madison Ave. Henry T. Heald, *pres.;* H. Rowen Gaither, Jr., *chmn. of bd. of trustees.*

Independent Motion Picture Producers Ass'n.
Los Angeles 8, 6525 Sunset Blvd., Hollywood 2-1159. Edward Finney, *pres.;* Lindsley Parsons, Irving Rogosin, David Garber, *vp's;* Wm. F. Broidy, *treas.;* John Burrows, *ass't treas.;* Vincent Fennelly, *sec.*

Institute for Education by Radio-Television
Ohio State U., Columbus 10, Ohio, Axminster 9-3148. I. Keith Tyler, *d;* Jim Tarrou, *ass't to d;* Bette Wallach, *sec.* International conference devoted to the exchange of techniques and experiences in educational broadcasting.

Institute of Radio Engineers
New York 21, 1 East 79th St., Lehigh 5-5100. John T. Henderson, *pres.;* Yasujiro Niwa, *vp;* W. R. G. Baker, *treas.;* Haraden Pratt, *sec.;* Donald G. Fink, *editor;* George W. Bailey, *exec. sec.* Professional society.

Inter-American Ass'n of Broadcasters
Reforma No. 1, Mexico 1, D.F., Mexico. Telephones: 10-29-48 & 35-78-98. Ricardo Viviado, Chile, *pres.;* Raul Fontaina, Uruguay, *1st vp;* Alberto Lleras Camargo, Columbia, *2nd vp;* Emilio Azcarraga, Mexico, *sec.;* Julio Menadier Carrasco, Chile, *d general.*

International Advertising Ass'n., Inc.
New York 17, Hotel Roosevelt, Murray Hill 4-1583. George E. Kendall, *pres.;* George W. Wallace, *1st vp;* Vincent Tutching, *2nd vp;* Dr. Eric W. Stoetzner, *vp intnl. activities;* K. Presbrey Bliss, *vp, national activities;* Albert M. Martinez, *treas.;* Harold E. Weinholtz, *sec.;* James L. Gilbert, *exec. vp.*

Joint Council on Educational Television
Washington 6, D. C., 1785 Massachusetts Ave., N.W., Hudson 3-6620. Ralph Steetle, *exec. d.* Council is composed of representatives from various educational and educational broadcasting groups.

Joint Electron Tube Engineering Council of EIA & NEMA
W. R. G. Baker, GE; H. J. Hoffman, Machlett Labs., *d's; Council:* Virgil M. Graham, *chmn.;* M. A. Acheson, Sylvania Electric; K. C. DeWalt, GE; L. E. Record, Hughes Aircraft; A. C. Rockwood, Raytheon; V. L. Ronci, Bell Labs; G. R. Shaw, RCA; A. K. Wright, Tung-Sol; F. J. Martin, *sec.*

Joint Technical Advisory Committee
New York 21, 1 E. 79th St., William H. Radford, *chmn.;* Philip V. Siling, *v. chmn.* Composed of representatives from Institute of Radio Engineers and Electronic Industries Ass'n.

League of Advertising Agencies, Inc.
New York, 220 W. 42nd St., Lackawanna 4-9735. Lester Harrison, Lester Harrison, Inc., *pres.;* Bernard M. Reiss, Alfred J. Siesel, Max B. Pearlman, *vp's;* Julian Ross, *exec. sec.;* Ben B. Bliss, *sec.;* Hy Blumberg, *treas.;* Louis D. Field, Morton J. Simon, *legal counsel;* Lucius H. Coleman, *fiscal advisor;* Bosh Stack, *pub. rels. counsel.*

Magnetic Recording Industry Ass'n.
New York 16, 274 Madison Ave., Irving Rossman, Pentron Corp., *pres.;* Arnold Hultgren, American Molded Products, *vp;* Herman Kornbrodt, Audio Devices, *sec.;* Charles Dwyer, Webster-Chicago, *treas.;* Joseph F. Hards, Magne-Tronics, Victor Machin, Shure Bros., *d's.*

Methodist Church Television, Radio & Film Commission
Nashville 3, Tenn., 1525 McGavock St., Chapel 2-3561. Harry C. Spencer, *gen. sec.;* Howard E. Tower, *assoc. sec. & d of pgm. & prod.;* Royer H. Woodburn, *d of utilization & field serv.;* William A. Meadows, *d of tv & training;* Joe W. Davis, *treas.*

Motion Picture Ass'n of America, Inc.
Washington 6, D.C., 1600 I St., N. W., Executive 3-5110. Eric Johnston, *pres.;* Edward Cooper, *d of tv dept.* Office: New York 36, 28 W. 44th St., Bryant 9-4000.

Motion Picture Industry Credit Group (National Ass'n. of Credit Men)
New York 3, 229 Fourth Ave., Oregon 4-5100. William W. McAdam, *sec.* Credit reporting service.

Music Publishers Protective Ass'n., Inc.
New York 22, 460 Park Ave., Plaza 1-1930. Walter G. Douglas, *bd. chmn.;* Harry Fox, *agent and trustee.*

National Academy of Recording Arts and Sciences
Hollywood 28, P. O. Box 2671. James B. Conkling, *temporary chmn.*

National Academy of Television Arts & Sciences
New York Chapter: New York 19, 200 Central Park South, Judson 6-3833. Mark Goodson, *pres.;* Robert F. Lewine, *1st vp;* Hubbell Robinson, Jr., *2nd vp;* William J. Bratter, *sec.;* Lawrence Langer, *treas.;* Robert Carr, *ass't treas.;* Kenneth Leedom, *exec. d.*
Los Angeles Chapter: Los Angeles 46, 9126. Sunset Blvd., Crestview 4-5209. Harry S. Ackerman, *pres.;* Sheldon Leonard, *1st vp;* Frederick de Cordova, *2nd vp;* Jane Wyatt, *sec.;* Loren L. Ryder, *treas.;* Thomas Freebairn-Smith, *exec. sec.*
National Board of Trustees Officers: Ed Sullivan, *pres.;* Harry S. Ackerman, *1st vp;* Mark Goodson, *2nd vp;* Robert Longenecker, *sec.;* Lawrence Langner, *treas.*
A national non-profit organization dedicated to the advancement of the arts and sciences of television; to seeking out and rewarding, with the "Emmy" of the Academy, outstanding personal and organizational achievement in the field of tv entertainment; to educating toward and promoting higher standards in all branches of the industry; to preserving permanent records of achievement in tv.

National Alliance of Television & Electronic Service Ass'ns.
Chicago 29, 5908 S. Troy St., Grovehill 6-6363. Robert Hester, *pres.;* Robert Kidd, *eastern vp;* Pascal Pratt, *eastern sec.;* Russ Harmon, *east-central vp;* Cordell Britt, *east-central sec.;* H. O. Eales, *west-central vp;* Joseph Driscoll, *west-central sec.;* Winston Haines, *western vp;* Art Blumenthal, *western sec.;* F. B. Koebick, *sec. gen.;* Nelson Burns, *treas.;* A. C. W. Saunders, *educational d;* Gerald Ratner, *counsel.*

National Appliance & Radio-Tv Dealers Ass'n.
Chicago 54, 1141 Merchandise Mart, Michigan 2-5505. A. W. Bernsohn, *exec. vp.* Annual costs-of-doing-business survey; & creditor insurance, etc. Trade-in blue books, weekly newsletter, conventions, regional meetings, dealer educational programs, uniform system of accounting.

National Ass'n. for Better Radio & Television
Los Angeles 5, 882 Victoria Ave., Webster 4-4245. Mrs. Clara S. Logan, *pres.;* Dr. Lee deForest, *vp;* Mrs. Victor Roberts, *sec.;* Miss Gertrude M. Blackstock, *treas.*

National Ass'n. of Christian Broadcasters
Grand Rapids, Mich., 819 College Ave., S.E., Glendale 2-0952. Gene S. Carter, *pres.;* Frank Bush, *vp;* Robert Vernon, *sec.;* Jocelyn Dutton, *treas.;* G. B. Gordon, *d of broadcast training;* Darrel Malcolm, *d of prom.;* Robert Small, *d of prod.*

National Ass'n. of Educational Broadcasters
Urbana, Ill., 14 Gregory Hall, 7-6611. Dr. Harry J. Skornia, *exec. d;* Dr. Burton Paulu, *pres.* Organization of non-commercial stations.

National Ass'n. of Electrical Distributors
New York 17, 290 Madison Ave., Murrayhill 6-4633. George Albiez, Englewood Electrical Supply Co., Chicago, *pres.;* J. M. Vilett, Northland Electric Supply Co., Minneapolis, *vp central region;* George W. Provost, Doubleday-Hill Electric Co., Pittsburgh, *vp eastern region;* R. W. Rohrbach, Pacific Wholesale Electric Co., San Diego, *vp western region;* J. P. Hamblen, Southern Electric Supply Co., Houston, *vp southern region;* Arthur W. Hooper, *exec. d;* Alfred Byers, *exec. sec.;* Rose M. Cleary, *treas.;* Helene Stachler, *ass't sec.*

National Ass'n. of Gagwriters
New York 17, Box 835, Grand Central Station, Spring 7-6210. George Q. Lewis, *exec. d.*

National Ass'n. of Mfrs.
New York 17, 2 E. 48th St., Murrayhill 8-4200. Ernest G. Swigert, *bd. chmn.;* Milton C. Lightner, *pres.;* Charles R. Sligh, Jr., *exec. vp;* Kenneth R. Miller, *gen. mgr.;* T. M. Brennan, *sec.;* John C. Bosted, *treas.;* G. W. Johnstone, *twradio pub. rels. d.*
Office: Washington 6, 918 16th St., N.W., Republic 7-3630.

National Ass'n. of Music Merchants, Inc.
Chicago 6, 222 W. Adams St., Andover 3-0679. Paul E. Murphy, M. Steinert & Sons, Boston, *pres.;* Clay Sherman, Sherman Clay & Co., San Francisco, *vp;* William R. Gard, *exec. sec.*

National Ass'n. of Performing Artists
New York 20, 630 Fifth Ave., Circle 7-8194. Fred Waring, *pres.;* Alfred Rice, *gen. counsel.*

National Ass'n. of Radio & Television Broadcasters
Washington 6, 1771 N St., N.W., Decatur 2-9300.

National Ass'n. of Television & Radio Farm Directors
Jack Timmons, KWKH Shreveport, La., *pres.;* Herb Plambeck, WHO Des Moines, *historian;* Wes Seyler, WIBW Topeka, *vp;* Don Tuttle, WGY Schenectady, *sec. & treas.;* Maynard Speece, WCCO Minneapolis, *editor, Chats.*

National Audience Board
New York 28, 152 East End Ave., Trafalgar 9-5155. Peter Goelet, *pres.;* Audrey Palmer, *New York coord.;* David J. Colton, *treas.* Acting as liaison between public and tv-radio industry, maintaining high standards on the air.
Offices: Beverly Hills, 239½ S. Beverly Dr., Crestview 1-8141. Bernard F. Kamins, *exec. vp.* San Francisco 12, 625 Chenery St., Juniper 5-7575. Harold B. Light, *Bay area coord.*

National Audio-Visual Ass'n., Inc.
Fairfax, Va., Crescent 3-4447. Ainslie R. Davis, *pres.;* Don White, *exec. vp;* Alan B. Twyman, *bd. chmn.;* William W. Birchfield, *1st vp;* P. H. Jaffarian, *2nd vp;* W. G. Kirtley, *sec.;* P. Ray Swank, *treas.;* Henry C. Ruark, Jr., *d of information.*

National Better Business Bureau
New York 17, Chrysler Bldg., Oxford 7-9494. Warren Agry, *chmn.;* Kenneth B. Willson, *pres.;* Allan E. Backman, *exec. vp.*

National Community Television Ass'n.
Washington, D.C., 1111 E St., N.W. Metropolitan 8-1415. George J. Barco, *pres.;* Edward P. Whitney, *exec. d;* Glenn H. Flinn, *vp;* A. J. Malin, *sec.;* Clive Runnells, Jr., *treas.;* E. Stratford Smith, *gen. counsel.* This is a non-profit trade association whose regular members are owners and operators of community antenna tv systems.

National Council of the Churches in the USA, Broadcasting & Film Commission
New York 1, 220 Fifth Ave., Oregon 9-2968. S. Franklin Mack, *exec. d;* Wesley B. Goodman, *assoc. exec. d;* Arthur W. Rhinow, *bus. mgr.;* Ben E. Wilbur, *d of pgm. optns.;* Alexander B. Ferguson, *d of films;* Albert Randall Crews, *d of pgm. promotion;* Arthur Austin, *d of special projects;* J. Margaret Carter, *d of film distribution;* Charles Henry Schmitz, *d of broadcast training and enlistment;* Richard A. Cobb, *assoc. producer;* Bettina L. Brown, *admin. ass't.* The broadcasting and film commission produces network radio and tv programs, radio transcriptions, and tv films representative of Protestant and Orthodox Churches.
Offices: Hollywood 28, 5746 Sunset Blvd., Hollywood 4-7464. George A. Heimrich, *d.*

National Council on Radio & Television Journalism
Urbana, Ill., 119 Gregory Hall, Urbana 7-6611, ext. 671. Harry E. Heath, Jr., *chmn.;* O. J. Bue, *v chmn.;* Donald E. Brown, *sec.*

National Education Ass'n
Washington 6, D.C., 1201 16th St., N.W., Adams 4-4855. William G. Carr, *exec. sec.;* Roy K. Wilson, *d, div. of press, rad. rels.;* Mrs. Torrey Baker, *ass't. for tv-rad.*

National Electrical Mfrs. Ass'n.
New York 17, 155 E. 44th St., Murrayhill 2-1500. W. V. O'Brien, General Electric Co., *pres.;* J. F. Miller, *mng. d.*

National Electronic Distributors Ass'n.
Chicago 4, 343 S. Dearborn St., Harrison 7-5526. M. W. Applebee, *chmn.;* Joseph A. De Mambro, *pres.;* Herbert V. Hedeen, *exec. officer;* M. E. Schifino, *1st vp;* V. N. Zachariah, *2nd vp;* Meyer J. Spiro, *sec. & treas.*

National Exhibitors Theatre Television Committee
New York 36, 1585 Broadway, Circle 5-4800. Simon H. Fabian, *chmn.;* Philip F. Harling, *sec. & treas.*
Office: Washington, D.C., 1625 I St., Sterling 3-5880. Cohn & Marks, *gen. counsel.*

National Field Service (affiliate of Alfred Politz Research, Inc.)
New York 22, 40 E. 54th Street.

National Religious Broadcasters
(Affiliated with National Ass'n. of Evangelicals)
St. Louis 18, 3558 S. Jefferson Ave. Dr. Eugene R. Bertermann, *pres.;* Rev. T. E. Zimmerman, *1st vp;* Dr. Earl L. Paulk, *2nd vp;* Dr. Ralph W. Neighbour, *sec.;* Dr. T. W. Willingham, *treas.;* Dr. Theodore H. Elsner, *chmn., pub. rels.*

National Retail Dry Goods Ass'n.
New York 1, 100 W. 31st St., Chickering 4-8780. George W. Dowdy, *pres.;* J. Gordon Dakins, *exec. vp & treas.;* Edward F. Engle, *sls. prom. & visual mdsg.*
Office: Washington, D.C., 711 14th St., N.W., National 8-3680.

National Social Welfare Assembly, Committee on Education by Television
New York 17, 345 E. 46th St., Murrayhill 7-8300. Wallace Kendall, *chmn.;* Hugh R. Jackson, *pres.,* National Social Welfare Assembly; Robert E. Bondy, *d;* Mrs. De Leslie Allen, *chmn. of admin. comm.*

National Society of Television Producers, Inc.
Beverly Hills, Calif., 444 N. Camden Dr., Bradshaw 2-6531; Crestview 5-4548. William Self, *pres.;* William J. Faris, *sec.;* Max M. Gilford, *gen. counsel.*

National Television Film Council
1639 Broadway, New York 19, Dr. Alfred N. Goldsmith, *pres.;* Melvin L. Gold, *hon. pres.;* Lou Feldman, *exec. vp;* Sydney A. Mayers, *exec. sec.;* Charles W. Carpenter, *treas.;* Sally Perle, *gen. sec.; Vp's:* Marvin Rothenberg, *prod.;* Saul J. Turrell, *distribution;* David L. O'Shea, *stations;* Marshall G. Rothen, *agencies;* William J. Reddick, *technical serv.;* Joseph T. Dougherty, *membership. D's:* John J. Schneider, *chmn.;* E. P. Genock, Bernie Haber, Bert Hecht, Peter Keane, Ralph Koch, Steven Manning, Arche A. Mayers, Waldo Mayo, Martin Rich, Don E. Widlund.

NHK Radio & Tv (Japan Broadcasting Corp.)
New York 19, 250 W. 57th St., Circle 6-3716. Shunsuke Hirano, *chf.;* Akira Taketomi, Emmie Takahashi.

Phonograph Mfrs. Ass'n., Inc.
New York 19, 37 W. 53rd St., Circle 6-2940. Joseph Dworken, *pres.;* I. Rothman, *vp;* A. D. Adams, *exec. sec.*

Presbyterian Radio & Television Dept.
New York 10, 156 Fifth Ave.; Algonquin 5-5000. John Groller, *bdcstg. sec.* for the board of National Missions; Rev. W. Burton Martin, *bdcstg. & films sec.* for the board of Foreign Missions. Production of tv and radio programs live, recorded or on film.

SERVICES

Offices: Los Angeles 17, 1501 Wilshire Blvd. Dr. Clifton E. Moore, *bdcstg. d.* for Presbytery of L. A. East Orange, N. J., 110 S. Munn Ave. Rev. Charles Brackbill Jr., *exec. d of bdcstg.* for Synod of N. J. Rev. Wynn B. Ward, *exec. d of bdcstg.* for Synod of Nebraska, 83rd and Maple, Omaha, Nebr.

Proprietary Ass'n.
Washington 6, D.C., 810 18th St., N.W., National 8-1914. Sherwood E. Silliman, Vick Chemical Co., *pres.;* Dr. Howard A. Prentice, *exec vp and treas.;* James H. Merritt, *sec.*

Radio Advertising Bureau
New York 22, 460 Park Ave., Murrayhill 8-4020. Keven B. Sweeney, *pres.;* John F. Hardesty, *vp, gen. mgr.;* Sherril Taylor, *vp, d of prom.;* Kenyon Brown, *chmn. of bd.*

Radio & Television Executives Society, Inc.
New York 17, The Biltmore, Murrayhill 9-3480. John C. Daly, *pres.;* Bernard Goodwin, *1st vp;* Norman R. Glenn, *vp;* Geraldine Zorbaugh, *vp;* Omar F. Elder, Jr., *sec.;* Frank Pelligrin, *treas.;* Claude Barrere, *exec. d.*

Radio & Television News Club of Southern Calif.
Los Angeles 5, 607 South Hobart Blvd., Dunkirk 5-3067. Joseph J. Micciche, *pres.* Professional and social organization; sponsor own Golden Mike awards.

Radio & Television Research Council
George E. Blechta, A. C. Nielsen Co., New York, 500 Fifth Ave., *pres.;* Babette Jackson, Dancer-Fitzgerald-Sample, Inc., New York, 347 Madison Ave., *vp;* Mary McKenna, Dumont Broadcasting, New York, 565 Fifth Ave., *sec. & treas.*

Radio-Television Correspondents' Ass'n
Washington, D.C., The Capitol, National 8-3120. Robert F. Hurleigh, MBS, *pres.;* Edward P. Morgan, ABC, *vp;* Julian Goodman, NBC, *sec.;* Lewis W. Schollenberger, CBS, *treas.* Supervision of House and Senate galleries.

Radio-Tv Women of Southern California
Los Angeles 24, 1047 Somera Rd., Granite 2-4258. Dorothy L. Winter, *pres.;* Claire Hughes, *1st vp;* Janet Clark, *2nd vp;* Ruth Avery, *corres. sec.;* Milano Kay, *rec. sec.;* Mitzi Mee, *treas.*

Radiodiffusion-Television Francaise
New York 21, 972 Fifth Ave., Regent 4-1501. Officials in U. S.: Pierre Crenesse, *d;* Alice Lewitin, *ass't d;* Suzanne Weltman, *admin.;* Maxine Swirsky, *pgm. d;* Robert Powers, *pub. rels. d.*

Radio-Electronics-Television Mfrs. Ass'n. of Canada
Toronto 7, Ont., 200 St. Clair Ave., W., Walnut 1-2898. W. H. Jeffery, Philco Corp. of Canada, *pres. & chmn.;* S. D. Brownlee, Canadian Admiral, *vp & chmn., receiver div.;* W. Jones, Pye Canadian, *vp & chmn., electronics div.;* W. F. Wansbrough, Canadian GE, *v chmn., receiver div.;* R. M. Jones, Canadian GE, *v chmn., electronics div.;* A. L. Stopps, El-Met Parts, *vp & chmn., components div.;* R. A. Hackbusch, Hackbusch Electronics, *d of engineering;* F. W. Radcliffe, *gen. mgr.*

Radio-Newsreel-Tv Working Press Ass'n.
New York 17, 527 Lexington Ave., Plaza 1-2720. Julian Anthony, *pres.;* Nick Archer, *1st vp;* Herb Schwartz, *2nd vp.* Professional association; publish Mike & Screen Press Directory.

Radio-Television Galleries of Congress
Washington, D.C., The Capitol. National 8-3120. Senate: Robert C. Hough, *supt. house:* Robert Menaugh, *supt.*

Radio-Television News Directors Ass'n.
c/o Rob Downey, *exec. sec.,* WKAR Michigan State U., Box 790, E. Lansing, Mich., Edgewood 2-1511, ext. 2272. Ted Koop, CBS Washington, *pres.;* Jack E. Krueger, WTMJ Milwaukee, *vp for pgm.;* Lee F. White, KBOS Clinton, Ia., *vp for rad.;* Ralph Renick, WTVJ Miami, *vp for tv;* Sheldon Peterson, KLZ Denver, *treas.;* Harold Baker, WSM Nashville, *chmn.*

Record Industry Ass'n. of America, Inc.
New York 22, 1 E. 57th St., Murrayhill 8-3778. Frank B. Walker, *pres.;* Harry C. Kruse, Randy Wood, Dario Soria, *vp's;* William H. Fowler, *treas.;* John W. Griffin, *exec. sec.;* Ernest S. Meyers, *gen. counsel.*

"The Representatives" of Electronic Products Mfrs., Inc.
Chicago 5, 600 S. Michigan Ave. Jay N. Mahoney, *admin. sec.* J. J. Bressler, *national sec.;* W. Bert Knight, *1st vp;* Ray Perron, *2nd vp;* R. Edward Stemm, *national sec.;* Harry Halinton, *national treas.;* Maitland K. Smith, *chmn., bd. of governors.*

Screen Composers' Ass'n.
Beverly Hills, Calif., 9538 Brighton Way, Room 302, Crestview 6-3123. Dr. Miklos Rozsa, *pres.;* Robert Emmett Dolan, *vp;* David Buttolph, *sec.;* George Dunning, *treas.* ***Office:*** New York 17, c/o Zissu & Marcus, 292 Madison Ave., Murrayhill 3-0966.

Sesac, Inc.
New York 19, The Coliseum Tower, 10 Columbus Circle, Judson 6-3450. Paul Heinecke, *pres.;* R. C. Heinecke, *treas.;* E. S. Prager, *ass't to pres.;* W. F. Myers, *station rel. d;* Robert S. Stone, *prog. serv. d.*

Sigma Delta Chi
Chicago, 35 E. Wacker Dr., Central 6-6577. Victor E. Bluedorn, *exec. d.*

Society of Motion Picture Art Directors
Beverly Hills, 266 S. Robertson Blvd., Crestview 1-8774. Serge Krizman, *pres.;* Merrill Pye, *vp;* Malcolm C. Bert, *sec.;* Lawrence Klein, *treas.;* Leo E. Kuter, *admin.;* Norman Lowenstein, *exec. sec.*

Society of Motion Picture & Television Engineers
New York 36, 55 W. 42nd St., Longacre 5-0172. Barton Kreuzer, *pres.;* John G. Frayne, *past pres.;* Norwood L. Simmons, *exec. vp;* Axel Jensen, *engineering vp;* Glenn E. Matthews, *editorial vp;* John W. Servies, *financial vp;* G. Carlton Hunt, *convention vp;* Ethan M. Stifle, *sections vp;* Wilton R. Holm, *sec.;* Reed H. Ray, *treas.;* Charles S. Stodter, *exec. sec.;* T. G. Veal, *chmn., tv comm.;* Robert M. Morris, *chmn., tv studio lighting comm.*

Society of Television Pioneers
W. D. (Dub) Rogers, Jr., KDUB-TV Lubbock, Tex., *pres.;* John E. Fetzer, WKZO-TV Kalamazoo & KOLN-TV Lincoln, Neb., Harold Hough, WBAP-TV Ft. Worth, Campbell Arnoux, WTAR-TV Norfolk, *vp's;* Glenn Marshall, Jr., WMBR-TV Jacksonville, *sec.*

Songwriters' Protective Ass'n.
New York, 158 W. 55th St., Circle 6-2536 Burton Lane, *pres.;* Milton Drake, *vp;* Walter Bishop, *2nd vp;* Jack Lawrence, *sec.;* Leonard Whitcup, *treas.;* Edgar Leslie, *council chmn.*

Southern Baptist Convention, Radio & Television Commission
Ft. Worth 16, Tex., Baptist Radio-Tv Center, 6248 Camp Bowie Blvd., Pershing 8-2188. Rev. Paul M. Stevens, *d.*

Sports Broadcasters Ass'n
New York 19, Box 223, Radio City Station, 322 W. 55th St. Mel Allen, *pres.;* Chris Schenkel, *1st vp;* Frank Litsky, *2nd vp;* Perry Smith, *sec.;* Guy Lebow, *treas.*

Station Representatives Ass'n., Inc.
New York 17, 101 Park Ave., Murrayhill 5-4141. Frank Headley, *pres.;* H. Preston Peters, *vp;* Richard O'Connell, *sec.;* Eugene Katz, *treas.;* Joseph Weed, Lewis H. Avery, John P. Blair, Robert Meeker, *d's;* Lawrence Webb, *mng.*

Television Allocations Study Organization
Washington, D.C., Warner Bldg., District 7-4060. Ralph Steetle, Edgar Fuller, JCET, John H. DeWitt, John S. Hayes, MST, William L. Putman, John W. English, CCT, Harold E. Fellows, Thad H. Brown, Jr., NARTB, Henry E. Bernstein, William L. Reynolds, RETMA, *members;* George R. Town, *exec. d;* Cyril M. Braum, *sec.;* Ralph Steetle, *treas.;* William Reynolds, *ass't treas.*

Television Bureau of Advertising, Inc.
New York 22, 444 Madison Ave., Murrayhill 8-0215. L. H. Rogers II, *chmn.;* Norman E. Cash, *pres.;* Roger Clipp, *sec.;* George Storer, Jr., *treas.;* Howard Abrahams, *d of retail sls. dept.;* Dr. Leon Arons, *rsrch. d;* Gordon A. Hellmann, *d of sls. prom.;* George Huntington, *ass't. to pres.;* Keith Culverhouse, *d of sls. dvlpmnt.;* Halsey V. Barrett, *d of national sls.;* Walter McNiff, *d of western div.,* 369 Pine St., San Francisco 4, Yukon 2-6332. William B. Colvin, *d of station rels.*

Theatre Authority Inc.
New York 17, 545 Fifth Ave., Murrayhill 2-4215. Beverly Roberts, *exec. sec.*
Office: Hollywood 28, 6331 Hollywood Blvd., Hollywood 2-5761. I. B. Kornblum, *exec. sec.*

Theatre Network Television, Inc.
New York 22, 575 Madison Ave., Murrayhill 8-3220. Nathan L. Halpern, *pres.;* Edward F. Addiss, Jr., *d of optns.*

Theatre Owners of America
New York 36, 1501 Broadway, Longacre 3-6238. Ernest G. Stellings, *pres.;* George G. Kerasotes, *sr. ass't. to pres. & chmn. of exec. bd.;* Myron N. Blank, *bd. chmn.;* Samuel Pinansky, *hon. bd. chmn.;* Roy Cooper, Nathan Greer, R. M. Kennedy, Albert M. Pickus, Samuel Rosen, J. J. Rosenfield, J. B. Schuyler, *asst's to pres.;* Carl E. Anserson, Abe Blumenfeld, A. Julian Brylawski, C. E. Cook, Horace Denning, Albert Forman, Phillip F. Harling, Burton Jones, John W. Keiler, II, Paul L. Krueger, Henry G. Plitt, John H. Rowley, E. R. Rueben, John H. Stembler, *vp's;* Robert R. Livingston, *sec.;* S. H. Fa-

bian, *treas.*; Mitchell Wolfson, *chmn. of fin. comm.*; Herman M. Levy, *gen. counsel*; Joseph G. Alterman, *ass't. sec.*

TNT Tele-Sessions, Inc.
New York 22, 575 Madison Ave., Murrayhill 8-3320. Nathan L. Halpern, *pres.*; Marc Daniels, *d of pgms.*; Edward F. Addiss, Jr., *d of optns.* J. B. O'Connor, *mgr. Eastern div.* ***Offices:*** Chicago 11, 612 N. Michigan Ave., Gordon N. Morford, *mgr. Western div.* Detroit 2, 412 Fisher Bldg., Fred V. Davis, *mgr. Central div.* Los Angeles 38, 5859 Melrose Ave., Douglas George, *mgr. Pacific Coast div.*

UHF Industry Coordinating Committee
Washington 6, D.C., 1820 Jefferson Pl., N.W., Executive 3-4477. John G. Johnson, *chmn.*; John W. English, *v chmn.*; Benedict Cottone, *gen. counsel.*

Ultra High Frequency Television Ass'n.
Washington 5, D.C., 1012 14th St., N.W., National 8-0032. Lou Poller, Washington, D.C., *pres.*; Harry Tenenbaum, KTVI St. Louis, *treas.*; William A. Roberts, *gen. counsel.*

United Lutheran Church in America, Dept. of Press, Radio & Television
New York 16, 231 Madison Ave., Lexington 2-3410. Charles C. Hushaw, *d*; Richard T. Sutcliffe, *assoc. d.* Liaison between church and press, radio and tv industries.

United Nations Television-Radio
New York 17, Dept. of Pub. Information, United Nations, Plaza 4-1234. Ahmed Bokhari, *under sec. for pub. info.*; Peter Aylen, *d, radio & visual serv. div.*; Franco Passigli, *deputy d*; William B. Henson, *chf. of tv serv.*; Michael Hayward, *chf. of prod.*

West Coast Electronic Mfrs. Ass'n
Los Angeles 36, 342 N. LaBrea, Webster 9-2191. Calvin K. Townsend, Jennings Radio Mfg. Corp., *pres.*; Hugh P. Moore, Lerco Electronics, Inc., *vp*; S. H. Bellue, Hughes Aircraft, *sec.*; George Koth, Lenkurt Electric Co., *treas.*; Richard L. Paullus, *mgr.*

Western Ass'n of Broadcasters
R. J. Buss, CHAT-TV Medicine Hat, Alta. J. O. Blick, CJOB Winnipeg, Man.; Vern Dallin, CFQC Saskatoon, Sask., N. Botterill, CJLH-TV Lethbridge, Alta., C. J. Rudd, CHUB Nanaimo, B. C.

World Committee for Christian Broadcasting
Secretaries: Rev. W. Burton Martin, National Council of Churches of Christ, 156 Fifth Ave., New York 10; Pastor H. W. von Meyenn, Church Radio Center, Bethel-Bielefeld, Germany.

AWARDS

Advertising Ass'n of the West-Hollywood Advertising Club
Advertising Ass'n of the West, 425 Bush St., San Francisco 8, Calif. Awards for creativeness, originality and production excellence in tv commercials; to tv stations, ad agencies, advertisers and producers in 11 western states and western Canada.

Advertising Council Awards
Advertising Council, 25 W. 45th St., New York, N. Y. Awards in the form of plaques, given annually to volunteer coordinators and advertising agencies who have contributed time and services to public service campaigns.

American Cinema Editors' Ace Annual Award
American Cinema Editors, Inc., 1508 Crossroads-of-the-World, Hollywood 28. Award to editors of tv and motion picture films.

American Legion Award
Henry H. Duley, National Adjutant, American Legion, 700 N. Pennsylvania, Indianapolis 6, Ind. Award for tv programs appraising American Legion, to any network station or individual.

American Women in Radio & Television, Inc. Award
American Women in Radio and Television, Inc., 501 Madison Ave., New York 22. Award of $750 scholarship to young woman in her junior year at an accredited American college or university which offers degree or elective major in tv and/or radio.

America's Democratic Legacy Awards
Anti-Defamation League of B'nai B'rith, 515 Madison Ave., New York 22. Benjamin R. Epstein, *national d.* For outstanding contributions to a better America, silver medallions given annually to individuals and organizations.

W. R. G. Baker Award
Institute of Radio Engineers, 1 E. 19th St., New York 21. Given annually for best paper published in Transactions of IRE professional groups, certificate and cash award comprised of a fund donated to IRE by Dr. Baker, *vice president* of Syracuse University Research Corp.

Stephen Vincent Benet Award
Dramatists Alliance, Stanford University, Palo Alto, Calif. Award for short plays not exceeding 50 minutes and suited for tv and radio.

Better Understanding Awards
English-Speaking Union, 16 E. 69th St., New York 21. Hartley E. Howe. Engraved silver onyx pen sets, trophies and citations presented to tv-radio commentators and journalists for "outstanding contribution to the betterment of Anglo-American relations."

Billboard Awards
The Billboard, 1564 Broadway, New York 36. Tv-radio awards for programs and talent, to tv and radio stations and networks.

Brotherhood Media Awards
Media Awards Committee, National Conference of Christians & Jews, 43 W. 57th St., New York 19. Citations presented annually during Brotherhood Week in February for tv and radio programs, advertising campaigns, cartoons, editorials, photographs, motion pictures, magazine articles and books for fighting bigotry and promoting goodwill among America's racial and religious groups.

Christopher Awards
The Christophers, 18 E. 48th St., New York 17. Bronze medallions presented annually in tv (and other entertainment fields) to producer, director and writer of winning programs "whose work reflects positive values and shows how a person can use all his God-given talent for the benefit of all."

SERVICES

DAR Awards
Daughters of the American Revolution, 1776 D St., N.W., Washington, D.C. Mrs. George Estill, *national chmn.* Award for programs emphasizing historical appreciation and patriotic service.

Harry Diamond Memorial Award
Institute of Radio Engineers, 1 E. 79th St., New York 21. E. K. Gannett. Scroll presented annually in March to "a person in government service for outstanding contributions in field of radio or electronics."

Alfred I. duPont Awards
Alfred I. duPont Awards Foundation in Radio & Television, Washington & Lee U., Lexington, Va. O. W. Reigel, *curator.* A plaque and $1,000 in cash presented each March to one large tv or radio station, one small station and one commentator for "meritorious service to the American people."

Thomas Alva Edison Foundation National Mass Media Awards
Thomas Alva Edison Foundation, Inc., 8 W. 40th St., New York 18. Marianne Russ, *d*, Mass Media Awards. Awards given for network television and radio programs to encourage constructive and wholesome entertainment for youth and to interest boys and girls in scientific and engineering careers. Local television and radio station awards to 'The Television Station That Best Served Youth,' and 'The Radio Station That Best Served Youth.'

Emmy Awards
Thomas Freebairn-Smith, 9126 Sunset Blvd., Los Angeles 46, Calif., or Ken Leedom, 200 Central Park South, New York 19, N. Y. Statuettes presented annually for tv stations, networks and individuals for outstanding achievements in programming as selected by the membership of the Academy of Television Arts & Sciences.

Farm Safety Awards
National Safety Council, 425 N. Michigan Ave., Chicago 11. Paul Jones. Plaques given annually to tv and radio stations for outstanding farm safety promotion.

Freedom Awards
Freedoms Foundation, Inc., Valley Forge, Pa. For contributions to the American Way of Life, medals, presented each Feb. 22 at Valley Forge for outstanding radio and tv programs of previous year.

General Federation of Women's Clubs Awards
GFWC communications chmn., Mrs. Dexter O. Arnold, 6 Dearborn Rd., Concord, N. H. Certificates presented annually for outstanding tv and radio programs in the following categories: news, education, children's promotion of individual responsibility, meeting the problems of juvenile delinquency and stressing spiritual values.

Golden Mike Awards
American Legion Auxiliary, 1608 K St., N.W., Washington 6, D.C. Layton K. Hurst, *tv-rad. d.* Awards for best program in three categories selected each fall by National Radio-Tv Committee. 1958 awards given program of greatest women's appeal, family program of freshest entertainment appeal, and youth program with widest informational appeal on tv.

SERVICES

Golden Reel Awards
American Film Assembly, Film Council of America, 614 Davis St., Evanston, Ill. Gus Giordano, *d.* 23 gold plaques (with silver plaques for runners-up and awards for sound slidefilms) presented each April at the American Film Assembly for 16 mm documentary educational and commercial films.

Headliner Awards
Headliners, 2307 Boardwalk, Atlantic City, N. J. Mall Dodson, *exec. sec.* Silver medallions presented each Saturday after Easter for outstanding work by news staffs of tv radio stations and networks, as well as newspapers, magazines and newsreels.

Sidney Hillman Foundation Awards
Sidney Hillman Foundation, 15 Union Sq., New York 3. Howard D. Samuel, *exec. d.* $500 and a scroll presented annually for outstanding work in tv, radio, journalism, magazine and book fields.

IRE Founders Award
Institute of Radio Engineers, 1 E. 79th St., New York 21. E. K. Gannett. Bronze medal "bestowed on special occasions to outstanding leaders in the communication and electronics field."

IRE Medal of Honor
Institute of Radio Engineers, 1 E. 79th St., New York 21. E. K. Gannett. Medal presented each year at March convention "in recognition of outstanding scientific and engineering achievements in communications and electronics."

Albert Lasker Award for Medical Journalism
Albert & Mary Lasker Foundation, 405 Lexington Ave., New York 17. Award for top radio-tv programs, newspaper stories and magazine articles dealing with medical research or public health. $2,500 cash.

Morris Liebmann Memorial Prize
Institute of Radio Engineers, 1 E. 79th St., New York 21. E. K. Gannett. Cash award made annually at March IRE convention "for a recent important contribution to the radio art."

Life Line of America Award
Grocery Manufacturers of America, 205 E. 42nd St., New York 17. Award given every other year by Grocery Manufacturers of America to a woman in television who has done best job of interpreting "Life Line" process of journey of food from farm to table. Sterling silver bowl plus plaque to winner and station, and certificates to runners up.

Look Awards
Look, 488 Madison Ave., New York 22. Jack Squire, circulation-prom. dept. Plaques presented annually on network tv show with winners selected by votes of tv editors and critics of daily newspapers. Winners selected in 16 categories.

McCall's Awards to Women in Radio & Tv
McCall's Magazine, 230 Park Ave., New York 17. Frank Hogan, *public relations mgr.* Seven golden microphones are presented annually for outstanding public service to the community to three women broadcasters, three women tv or radio executives and one overall award. Presentations made at convention of American Women in Radio & Television.

National Ass'n. for Better Radio & Television Awards
NAFBRAT, 882 Victoria Ave., Los Angeles 5. Mrs. Clara Logan, *pres.* Certificates presented for outstanding tv and radio network programs in a dozen categories.

National Mass Media Awards
National Mass Media Awards Program, Thomas Alva Edison Foundation, 8 W. 40th St., New York 18. Scrolls presented yearly in December for television, radio and film programs and stations for "encouragement of more wholesome influences for youth in mass media and interesting young boys and girls in science."

New York Art Directors Club Awards
Art Directors Club, 115 E. 40th St., New York 16. Winifred Karn. Medals and citations presented annually to art directors for most artistic tv commercials.

Ohio State Institute for Education by Radio-Television
IERT, Ohio State U., Columbus, Ohio. Dr. I. Keith Tyler, *d.* Awards for educational radio and tv programs, certificates presented each spring at the American Exhibition of Educational Radio & Television Programs, held in Columbus, Ohio, in conjunction with the annual Ohio State University Institute for Education by Radio-Television.

Overseas Press Club of America Awards
Overseas Press Club of America, 35 E. 39th St., New York 17. Cecil Brown, *pres.* Plaques given annually for: best consistent radio reporting from abroad on foreign affairs; best consistent tv presentation of foreign affairs.

Page One Awards
Newspaper Guild of New York, 133 W. 44th St., New York 36. Awards given by Newspaper Guild of New York, for creative leadership in tv-radio.

George Foster Peabody Awards
Henry W. Grady School of Journalism, U. of Georgia, Athens, Ga. John E. Drewry, *dean.* Presented each spring to individuals and organizations "to recognize the most distinguished and meritorious public service rendered each year by radio and television."

Photojournalism Awards
National Press Photographers Assn., School of Journalism, University of Missouri, and Encyclopaedia Britannica, 425 N. Michigan Ave., Chicago (James Colvin, contact) sponsor "News Pictures of the Year Competition and Exhibition." Saving Bonds, Plaques, and sets of *Encyclopaedia Britannica* given as awards at the annual Journalism Week, May 1, at the University of Missouri, Columbia, for outstanding achievement in the field of photojournalism. Both still and newsreel entries accepted. Top award, *Photographer of the Year.*

George Polk Memorial Awards
Journalism Dept.: Long Island U., 385 Flatbush Ave. Extension, Brooklyn 1, N. Y. Jacob H. Jaffe, *chmn.* Gold plaques given annually for outstanding reporting in television, radio and newspapers.

Public Interest Awards
National Safety Council, 425 N. Michigan Ave., Chicago 11. Paul Jones, *contact.* Plaques given annually to tv and radio stations and networks, as well as advertisers and other media, for promotion of safety.

Radio-Television News Directors Ass'n. Awards
Medill School of Journalism, Northwestern U., Evanston, Ill. Baskett Mosse, *contact.* Awards for outstanding news operation by a tv and radio station and for outstanding special event coverage. Gold trophies presented annually by Northwestern U. at the Radio-Television News Directors Ass'n. convention banquet.

Radio-Tv Daily All American Poll Awards
Radio-Tv Daily, 1501 Broadway, New York 36. Awards for outstanding programs and personalities, based on poll of tv-radio editors and critics of newspapers.

David Sarnoff Gold Metal Award
SMPTE, 55 W. 42nd St., New York 18. May be awarded each year to any qualified individual, whether or not currently a member of the Society of Motion Picture & Television Engineers, in recognition of recent technical contributions to the art of television, to encourage the development of new techniques, new methods and new equipment which hold promise for the continued improvement of television, preference to be given for work having reached completion within the preceding 5 years.

Saturday Review Awards
The Saturday Review, 25 W. 45th St., New York 36. William D. Patterson, *assoc. publisher.* Citations, given annually to advertisers in broadcast and print media, for distinguished examples of institutional advertising in the public interest.

School Bell Awards
National School Public Relations Ass'n, 1201 16th St., N.W., Washington 6, D.C. Roy K. Wilson, *exec. sec.* Awards for distinguished service to education by communications media. Bronze medallions given anually at National Education Ass'n convention. Coordinating agency is National School Public Relations Ass'n.

Robert E. Sherwood Television Awards
Television Awards, Fund for the Republic, 60 E. 42nd St., New York 17. Five cash awards given. $10,000 first prize and four $1,000 awards. These are presented for tv programs dealing effectively with freedom and justice in America. Kinescopes or films of nominated programs must be available if requested by the judges. Judges are Mrs. Eleanor Roosevelt; James J. Rorimer; Buell G. Gallagher; Robert M. Purcell; Gilbert Seldes; Harrison Tweed; and Philip H. Willkie.

Sigma Delta Chi Awards
Sigma Delta Chi Awards in journalism, 35 E. Wacker Dr., Chicago 1. Bronze medallions and plaques presented annually to individuals for outstanding broadcast newswriting and reporting and to stations or networks for outstanding public service in broadcast journalism. Awards also given in newspaper, magazine and research categories.

Alfred P. Sloan Awards
National Safety Council, 425 N. Michigan Ave., Chicago 11. Paul Jones, *contact.* Plaques given annually by the Sloan Foundation to radio and tv stations, networks and sponsors for the promotion of traffic safety.

Sylvania Television Awards

Sylvania Television Awards, 655 Madison Ave., New York 21. Trophies presented annually to stations, networks, sponsors and their agencies by Sylvania Electric Products, Inc. for "distinguished contributions to creative television techniques."

Browder J. Thompson Memorial Prize Award

Institute of Radio Engineers, 1 E. 79th St., New York 21. E. K. Gannett, *contact*. Cash award made annually at March convention to author under 30 for paper published by IRE constituting the "best combination of technical contribution and presentation of subject."

Tv-Radio Mirror Magazine

Tv-Radio Mirror Magazine, 205 E. 42nd St., New York 17. "Award of the Year" to outstanding tv and radio programs and performers.

Westinghouse Broadcasting Co. History Award

Richard M. Pack, Westinghouse Broadcasting Co., 122 E. 42nd St., New York 17. Award to regional historical society & non-affiliated tv or radio station for program on historical & cultural heritage of locality.

Paul W. White Memorial Award

Medill School of Journalism, Northwestern U., Evanston, Ill. Baskett Mosse, *contact*. Award "to individual who made the most significant contribution to tv and radio journalism" during preceding year. Presented annually at Radio-Television News Directors Ass'n convention. Besides citation, presented is either a "silver cup, bronze plaque, monetary award or other suitable recognition having a utilitarian value."

Writers Guild of America Awards

Writers Guild of America, 8782 Sunset Blvd., Hollywood 46, Calif., 22 W. 48th St., New York, N. Y. Annual awards to script writers in various categories.

Variety's "Showmanagement" Awards

Tv-Radio Editor, Variety, 154 W. 46th St., New York 36. Awards to tv and radio stations, their managements and personalities (executive and talent) for distinctive performances.

Vladimir K. Zworykin Televison Prize Award

Institute of Radio Engineers, 1 E. 79th St., New York 21. E. C. Benson, *contact*. Citation and cash award presented annually at March IRE National Convention to a member for "important technical contributions to electronic television."

BROKERS

Alan Trading Co., Inc.

Philadelphia 33, New Broadway Theatre Bldg., Front & York Sts., Regent 9-0460. Harris S. Goldstein, *pres.*; Stanley Squaresky, *vp*; Franklin O. Pease, *d of optns.*; David Rosen, Jack Weiss, *film consultants*. Collective firm purchasing organization for member tv stations.

Blackburn & Co.

Washington 5, Washington Bldg., Sterling 3-4341. James W. Blackburn, Jack V. Harvey. *Tv-radio-newspaper brokers*; appraisals, negotiations, financing.
Offices: Atlanta 3, Healey Bldg., Jackson 5-1576. Clifford B. Marshall, Stanley Whitaker. Chicago 1, 333 N. Michigan Ave., Financial 6-6460. H. W. Cassill, William B. Ryan.

Haskell Bloomberg

Lowell, Mass., 208 Fairmont St., Glenview 5-5823. Haskell Bloomberg, *gen. mgr.*; Muriel Joan Bloomberg, *ass't gen. mgr.* Tv brokers.

Chapman Co.

Atlanta 9, 1182 W. Peachtree St., Jackson 5-0421. Paul H. Chapman, *pres.*; J. William Chapman, Jr. Tv-radio-newspaper brokers.
Offices: New York 17, 17 E. 48th St., Eldorado 5-6657. Ralph B. Hunter, *rep.* Pensacola, Fla., 1508 E. Fisher St., Hemlock 8-6447. J. McCarthy Miller, *assoc.*

R. C. Crisler & Co., Inc.

Cincinnati 2, Fifth-Third Bank Bldg., Dunbar 1-7775. Richard Crisler, *pres.*; Paul E. Wagner, *vp*.
Offices: New York, 41 E. 42nd St., Murrayhill 7-8437.

Charles Denny

Erie, Pa., 3304 Forest Dr., Phone: 3-4028.

Ralph J. Erwin

Tulsa, 1443 S. Trenton, Cherry 2-3944. Ralph J. Erwin, *o*. Licensed broker of tv-radio stations.

Wilt Gunzendorfer & Assoc.

Los Angeles 35, 8630 W. Olympic Blvd., Dunkirk 8-4151, Olympic 2-5676. Wilton Gunzendorfer, *gen. mgr.* Tv-radio station broken and financial consultant.

Hamilton, Stubblefield, Twining & Assoc., Inc.

Washington, D.C., 1737 DeSales St., N.W., Executive 3-3456. William T. Stubblefield. Tv, radio station and newspaper brokers.
Offices: Chicago, Tribune Tower, Delaware 7-2755. Ray V. Hamilton. San Francisco, 111 Sutter St., Exbrook 2-5671. W. R. Twining. Atlanta, 1515 Healey Bldg., Jackson 3-3431. Jack L. Barton. Dallas, Fidelity Union Life Bldg., Riverside 8-1175. Dewitt Landis.

Allen Kander & Co.

Washington 6, 1625 Eye St., N.W., National 8-1990. Allen Kander, Edwin Thornberg, George J. Cooper, Edward Wettor, Walter Grimes, E. C. Henry, Don Hogate, Richard Shaheen, Jack C. Hoag, Timothy O'Connor. *Tv-radio-newspaper brokers*.
Offices: New York 17, 60 E. 42nd St., Murrayhill 7-4242. Chicago 3, 35 E. Wacker Drive, Randolph 6-6760.
Denver, 1700 Broadway, Acoma 2-3623.

Philip L. Kelser & Assoc.

New York 17, 277 Park Ave., Plaza 5-7600. Philip L. Kelser, *o*. Purchase, sale and financing of tv-radio properties.

Kidder, Peabody & Co.

Chicago 3, 33 South Clark St., Andover 3-7350. Fred A. Taylor, *dept. mgr.* Purchase, sale and financing of tv radio stations.

Knapton Business Brokers (Realtors)

Oklahoma City, Oklahoma Natural Bldg., Regent 9-2687. C. R. Knapton; Bob Hoskinson, *mgr.*

May Brothers

Binghamton, N. Y., 172 Washington St., Phone: 2-5067. Charles May, *mgr.*

Norman & Norman, Inc.

Davenport, Ia., Security Bldg., Phone 3-5642. George B. Norman. Tv, radio station and newspaper brokers.

Radio & Television Station Sales

Camp Pendleton, Calif., 17125-B Henderson St., Saratoga 2-4111, ext. 2188 (Col. Paul E. Wallace, USMC). Patricia Ames, *special agent*.

Radio's Reliable Resources

Philadelphia 5, P.O. Box 413, Locust 4-4429. Franklin O. Pease, *gen. mgr.*; Harry I. Greene, *ass't gen. mgr.*; Charles Stahl, *d of consultants*; David Rosen, *motion picture consultant*; Stanley W. Root, *gen. counsel*. Brokers, consultants, media financing.

Splendex Enterprises

New York 22, 38 E. 57th St., Plaza 8-3360. Charles Wick, *gen. p.* Financing and purchase of projects in the entertainment industry.

Howard E. Stark

New York 22, 50 E. 58th St., Eldorado 5-0405. Howard E. Stark, *mgr. Assoc.*: Vincent J. Manno, *newspapers*.

Jack L. Stoll & Assoc.

Los Angeles 28, 6381 Hollywood Blvd., Hollywood 4-7279. Jack L. Stoll, *o*. Media brokers.

Theatre Exchange Co.

Portland 22, Ore., 5724 S. E. Monroe St., Olive 4-7100. Allen Burt, *mgr.*

Albert Zugsmith Corp.

Hollywood 28, 6705 Sunset Blvd., Hollywood 5-6171. Arthur B. Hogan, *pres.*; Albert Zugsmith, *chmn.*, Frank Oxarart, *exec. vp & treas.*; Ruth Zugsmith, *sec.* Tv, radio station and newspaper brokers.

CLOSED-CIRCUIT TV

Box Office Television, Inc.

New York 19, 6 W. 57th St., Plaza 7-0532. M. N. Mound, *chmn.*; Sid Caesar, *pres.*

Closed Circuit Telecasting System, Inc.

New York 19, 237 W. 54th St., Judson 2-2490. Arthur O. Choate, Jr., *bd. chmn.*; Fanshawe Lindsley, *pres. & treas.*; William Rockefeller, *sec.*; C. B. Pearson, *ae*; Jay J. Merkle, *d of optns.*

Commercial Telecast Network, Inc.

New York 20, 608 Fifth Ave., Circle 5-8820.

SERVICES

Lloyd W. Durant, *pres.;* William F. Hogan, *vp;* H. Don Reynolds, *vp & gen. counsel;* Edward B. Bell, *vp;* Neill McCaffrey, *sls. mgr.* Specializes in mass communication media and methods.

East-West Tv Network

Toledo 6, O., 2924 Auburn Ave. John A. Hurst, *pres.*

International Closed-Circuit Television, Inc.

Hollywood 46, 7557 Sunset Blvd., Hollywood 3-4179. Brantz Mayor, Louellen Stearns, N. Y., *pres.;* Bradley Kemp, *pgm. d.* Closed-circuit film programming service.

Medical Communications (div. of Paul Klemtner & Co.)

Newark, N. J., 151 Washington St., Market 4-6206. Edward C. Rasp, Jr., *gen. mgr.-producer;* Herbert Freet, *vp, sls.* Closed-circuit broadcast tv service in medical and pharmaceutical fields.

Eugene Singer Electronics Corp., Closed-Circuit Television Div.

Los Angeles 32, 5397 Poplar Blvd., Capitol 5-5705. Eugene Singer, *pres.-gen. mgr.;* Gene Reed, *closed-circuit sls. mgr.*

Office: New York, 52 Vanderbilt Ave., Murrayhill 4-4670. Arnold Wells, *sls. rep.*

TelePrompTer Corp., Group Communications Div.

New York 36, 311 W. 43rd St., Judson 2-3800. Irving B. Kahn, *pres.;* Fred Barton, *vp, west coast;* Hubert J. Schafly, *vp, engineering;* Herbert W. Hobler, *vp, sls.;* William P. Rosensohn, *vp, grp. communications;* Robert M. Rosencrans, *business mgr.;* William Marsh, *sls. mgr., staging serv.;* Alfred N. Greenberg, *d of advg.* Production of multi-city closed-circuit telecasts for individual concerns providing large theatre-size screen projection service in over 200 cities. Also, closed-circuit service for specialized groups in education and training and for presentation of sports events and theatrical events. Complete meeting service including TelePrompTer cuing service, TelePro 6000, front and rear screen projection, TeLights, Tellens, and TeleMation. Complete sound systems, custom built Lecterns and collapsible portable stage structures.

Offices: Detroit, 720 New Center Bldg., Trinity 1-2900. Frank Noble, *mgr.* Chicago, 177 N. State St., Franklin 2-8826. Ted Boisumeau, *mgr.* Los Angeles, 357 N. LaBrea Ave., Webster 6-6195. George Kane, *mgr.* Washington, D.C., 1346 Connecticut Ave., N.W., Columbia 5-3161. Robert Doyle, *mgr.* Toronto, Ont., 447 Jarvis St., Walnut 2-2103. Spence Caldwell.

TelePrompTer Corp. represent Sheraton-Closed-Circuit Television, Inc., Columbus 5-3830.

Theatre Network Television, Inc.

New York 22, Murrayhill 8-3220. Nathan L. Halpern, *pres.;* Marc Daniels, *d of pgm's.;* E. F. Addiss, Jr., *d of optns.*

Video Independent Theatres, Inc.

Oklahoma City, Okla., 11 N. Lee Ave., Regent 9-0781. Henry S. Griffing, *pres.* Subsidiary Vumore Co. (Larry Boggs, *pres.*) operates "Telemovies" wired movie system in Bartlesville, Okla.

Visual Electronics Corp.

New York 18, 342 W. 40th St., Longacre 4-0518. James B. Tharpe, *pres.;* Herbert Bloomberg, *sec.;* J. P. Gallagher, *vp;* Morris A. Mayers, *mgr., closed-circuit optns.*

Wells Closed Circuit Television, Inc.

New York 17, 52 Vanderbilt Ave., Murrayhill 4-4670. Jay Wells, *pres.;* Arnold Wells, *vp.*

Office: Chicago, 22 W. Madison St., Financial 6-4079. Clay Olson, *mgr.*

COMMON CARRIERS

American Telephone & Telegraph Co. Long Lines Dept.

New York 13, 32 Avenue of the Americas, Exeter 3-9700. H. T. Killingsworth, *vp;* James E. Dingman, *optns. d;* C. C. Duncan, *ass't d of optns. eng.;* H. M. Botkin, *ass't vp mdsg.;* C. W. Floyd, *area comm. mgr.,* White Plains, N. Y.; L. J. McVey, *div. comm. mgr.,* Cincinnati; F. A. Robinson, Jr., *area comm. mgr.,* Kansas City; J. E. Waidlich, *d of pub.;* F. W. Shelton Jr., *info. mgr;* E. D. North, *gen. attorney.*

Bell Telephone Labs

New York 14, 463 West St., Chelsea 3-1000.

Canadian National Telegraphs

Toronto 1, Ont., 151 Front St., W., Empire 8-6071. J. R. White, *gen. mgr.;* D. H. Hawley, *charge of communications optns.;* W. T. Sanderson, *supvr. of broadcast serv.*

Globe Wireless Ltd.

San Francisco, 141 Battery St., Exbrook 2-6181. R. Stanley Dollar, *pres.;* R. Stanley Dollar, Jr., *exec. vp;* R. H. Anderson, J. D. Hopkins, William H. Phillips, *vp's;* James E. Moriarty, *ass't. to pres.*

International Tel. & Tel. Corp.

New York 4, 67 Broad St., Bowling Green 9-3800. Edmond H. Leavey, *pres. & d.*

Mackay Radio & Telegraph Co.

New York 4, 67 Broad St., Bowling Green 9-3800. Ellery W. Stone, *pres.;* Forest L. Henderson, *exec. vp;* James A. Kennedy, *vp & gen. counsel;* Bertram B. Tower, *vp & compt.;* Robert D. Merrill, *vp pub. rels.;* William Edgar, Jr., *vp-sls.;* John C. Trimble, *treas.;* Roy N. Scribner, *sec.;* John F. Gibbons, *gen. attorney* International communications.

Offices: San Francisco, 350 Mission St., Garfield 1-1303. J. T. Chatterton, *vp.* Washington, 8 Dupont Circle, N.W., Adams 4-9000. B. Grimes, *superintendent.*

Press Wireless, Inc.

New York 16, 600 First Ave., Murrayhill 3-6103. William J. McCambridge, *pres. & treas.;* D. K. deNeuf, *vp;* T. J. Reilly, *ass't treas. & sec.*

RCA Communications, Inc.

New York 4, 66 Broad St., Hanover 2-1811. Thompson H. Mitchell, *pres.;* Sidney Sparks, *vp communications activities;* Program & Photo Transmission Service: Madison P. Rehm, N. Y.; H. E. Austin, San Francisco.

Western Union Telegraph Co.

New York 13, 60 Hudson St., Worth 2-7300. Walter P. Marshall, *pres.;* T. F. McMains, *vp & ass't to pres.;* T. B. Gittings, *vp pub. rels. & sales;* Kenneth W. Heberton, *vp govt. communications;* J. H. Waters, *gen. attorney.*

CONSULTANTS & SERVICES

Booz, Allen & Hamilton

Chicago 3, 135 S. LaSalle St., Financial 6-1900. James L. Allen, *chmn. of exec. comm. & sr. p;* James C. Olson, *v chmn.;* Edward J. Burnell, Sherill A. Parsons, Edwin L. Morris, Charles P. Bowen, *regional coordinating p's;* George Hamson, *p in charge of admin.* Management consultants.

Offices: New York 17, 380 Madison Ave., Oxford 7-1900. Philadelphia 2, 1401 Walnut St., Locust 4-5555. Robert M. Browning. Washington 6, D.C., 1625 I St., N.W., Executive 3-5212. Hathaway Watson. Cleveland 14, 629 Euclid Ave. Cherry 1-1800. Edwin L. Morris. Detroit 26, 3075 Penobscot Bldg., Woodward 1-1900. Robert C. Hepple. San Francisco 4, 120 Montgomery St., Yukon 2-2480. William S. Powell. Los Angeles 14, 523 W. 6th St., Trinity 3215. William C. Eldridge. Seattle 1, White-Henry-Stuart Bldg., Main 8464. Harry J. Prior.

Rudy Bretz

New York, Croton-on-Hudson, 1-3478. Tv consultant in programs, production and personnel.

Broadcast Service Bureau

Silver Spring, Maryland, P. O. Box 8. Supplies rules and standards to tv and radio stations.

Carl H. Butman

Washington 4, #892 National Press Bldg., National 8-7846. Special personal service for broadcasters and others who need assistance and advice in matters before the FCC. Established in 1930.

Chicago Video Service

Winnetka, Ill., 381 Sheridan Rd., Hillcrest 6-0473. Barbara M. Corning, *pres.* Tv personnel training program; film service to set up new-station film dept.

Sheldon R. Coons

New York 19, 113 W. 57th St., Circle 5-4940. Financial and business consultant.

William Kenneth Cumming

Columbia, Mo., Box 621, Gibson 2-2211. Educational tv consultant in programming, production and teaching by tv.

Richard P. Doherty Television-Radio Management Corp.

Washington 6, 1816 Jefferson Pl., District 7-1957. Richard P. Doherty, *pres.* Consultant on station economic and allied problems.

The Faught Co.

New York 17, 342 Madison Ave., Murrayhill 7-1171. Millard C. Faught, *pres.*

Howard S. Frazier

Washington 7, 1736 Wisconsin Ave., N.W., Hobart 2-1720. Howard S. Frazier, *pres.;*

Horace W. Gross, *vp*, tv & radio management consultants. Negotiations for the purchase and sale of broadcasting properties, appraisals, financing.

Hugh Feltis & Assoc.

Seattle 1, Tower Bldg., Elliott 1868. Station management and planning services.

Earl H. Gammons

Washington 6, 1735 DeSales St., N. W., Metropolitan 8-6550. Sheila A. Kelly, *admin. ass't.* Tv-radio consultant.

Michael R. Hanna

Ithaca, N. Y., 212E. State St., 4-6301. Tv-am-fm management consultant.

Hile-Damroth, Inc.

New York 36, 11 W. 42nd St., Pennsylvania 6-8161. James L. Hile, *vp.*

Hufty, Eubank & Russell

Washington 6, Marsh Bldg., Sterling 3-2725. William G. Russell, *pres.* Tv-radio insurance consultants and brokers.

J & J Management Corp.

New York, 1790 Broadway, Circle 6-6500. Joseph D. Blau, *pres.* Financial & business consultants specializing in tv and motion pictures.

King Advertising Assoc.

New York 17, 551 Fifth Ave., Murrayhill 2-8276. A. Lewis King, *pres.* Tv-radio consultant.

Howard J. McCollister

Atherton, Calif., 66 Arcadia Dr., Davenport 3-5500. Regional promotional sales campaigns for tv and radio.

McKinsey & Co., Inc.

New York 17, 60 E. 42nd St., Murrayhill 7-3123. Arthur T. Caruso, Henry O. Golightly, Robert S. Hall, W. Gould Jones, Richard F. Neuschel, Paul Roberts, James O. Rice, *principals;* Howard C. Adams, Philip S. Babb, Marvin Bower, Gilbert H. Clee, Carl T. Hoffman, Ewing W. Reilley, E. Everett Smith, J. Alex Smith, *d's;* Horace G. Crockett, *sec.*

Offices: Washington 6, D.C., 1625 I St., N.W., Metropolitan 8-6688. John C. Corson, *principal.* Chicago 1, Prudential Plaza, Mohawk 4-6080. Warren M. Cannon, Arch Patton, *principals;* Forrest D. Wallace, *d.* San Francisco 4, 235 Montgomery St., Garfield 1-3638. William H. Dennick, Douglas Watson, *principals;* John G. Neukom, *d.* Los Angeles 17, 612 S. Flower St., Madison 6-3201. Harry Rex Land, Jr., *principal.*

McKittrick Directory of Advertisers, Inc.

Publishers of McKittrick's Geographical and Classified Directories of Advertising. Also McKittrick's Directory of Advertising Agencies.

Offices: New York 22, 108 Fulton St., Barclay 7-4827. Chicago 1, 115 N. Wabash Ave., State 2-8911. Palo Alto, Calif., 558 Hilbar Lane, Davenport 6-5119.

Paul B. Mowrey

New York 19, 30 Central Park South, Plaza 8-0775. Tv management consultants.

National Register Publishing Co.

New York 36, 147 W. 42nd St., Longacre 4-1710. R. W. Ferrel, *pres.;* C. H. Brown, *gen. mgr.* Publishers Standard Advertising Register of advertisers and agencies.

Offices: Chicago, 333, N. Michigan Ave., Randolph 6-5744. D. T. Golden, *mgr.* Los Angeles 57, 2700 W. 3rd St.

Ted Nelson Assoc.

New York 19, 730 Fifth Ave., Circle 6-8470. Ted Nelson, *o.* Tv-radio consultants; public relations.

M. S. Novik

New York 11, 300 W. 23rd St., Algonquin 5-4385. Public service tv-radio consultant.

Fred A. Palmer Co.

Worthington, Ohio, 6800 N. High, Franklin 2-7346. Fred A. Palmer, *pres.* Tv-radio sales consultant.

Pike & Fischer, Inc.

Washington 6, 1735 DeSales St., N. W., Sterling 3-3660. Henry G. Fischer, *pres.;* John W. Willis, *vp;* Irving R. M. Panzer, *sec. & treas.* Pike & Fischer Radio Regulation, loose leaf service reporting FCC rules & regulations and related matter.

John R. Poppele

S. Orange, N. J., 9 Crest Circle, Phone: 2-2963. Tv-radio management consultants.

Robert K. Richards

Washington 6, 1735 DeSales St., N. W., Sterling 3-4630. Robert K. Richards, *pres.;* Helen Merryman, *admin. ass't.*

Merritt R. Schoenfeld & Co.

Chicago 1, 333 N. Michigan Ave., Central 6-1640. Merritt R. Schoenfeld, *pres. & treas.;* Lewis G. Green, *vp;* Mary Milsap, *sec.*

William J. Scripps Assoc., Inc.

Detroit 26, 1005 Kales Bldg., Woodward 3-1905. William J. Scripps, *pres.;* Robert E. Van Cleave, Victor J. Nexon. Engineering, planning, design and construction for tv-radio, multiplex, teletype, facsimile, telephone, radar, sonar, etc.

Grace Sundell & Assoc.

Chicago 11, 605 N. Michigan Ave., Whitehall 4-3844. Personnel management and tax accounting.

Tradeways, Inc.

New York, 11 W. 42nd St., Longacre 5-3286. William H. Lough, *pres. & treas.* Marketing counselors specializing in sales training.

Charles C. Wick Co.

New York 22, 38 E. 57th St., Plaza 8-3360. Charles Wick, *gen. p.* Personal and business management, financiers, motion picture and tv production.

Lowell R. Wright

Washington 4, Munsey Bldg., District 7-1740. Consultant on tower and aeronautical problems.

Clifford Yewdall

New York 11, 154 W. 14th St., Chelsea 2-4843. Accountant.

Office: Chicago, 11 S. LaSalle St., Randolph 6-7575.

CONTESTS & PREMIUMS

Reuben H. Donnelley Corp.

Chicago 1, Prudential Plaza, Wabash 2-4860. A. M. Andersen, *exec. vp.* Contest judging, premium mailing and packaging.

SERVICES

Ray & Berger

Hollywood 28, 5938 Sunset Blvd., Hollywood 2-4202. Howard Ray and Jack Berger.

Richard S. Robbins

New York 12, 163 Bleeker St., Spring 7-2568. Tv-radio merchandising prizes, contests, special promotions.

Spotlight Promotions

New York 36, 1150 Ave. of the Americas, Oxford 7-3322. Sidney DuBroff, *gen. mgr.* Prizes for shows; contests; product prom.

V.I.P. Service, Inc.

New York 19, 720 Fifth Ave., Plaza 7-0130. Bill Murphy, *pres.* Prizes and premiums for tv quiz programs.

FREQUENCY MEASUREMENTS

William L. Burnett Radio Lab

San Diego 16, Calif., 4814 Idaho St., Atwater 2-2740. William L. Burnett, *engineer in charge.*

Cambridge Crystals Div., Cambridge Thermionic Corp.

Cambridge 38, Mass., 445 Concord Ave., Trowbridge 6-2800. Clarence Cheney.

Commercial Radio Monitoring Co.

Kansas City 13, P. O. Box 7037, Jackson 3-5302. Robert F. Wolfskill, *mgr.;* W. H. Campbell, William L. Blakeley, Walter V. Nitcher, *assoc.* Frequency monitoring.

Du Treil Measurement Service

New Orleans 23, 10400 Jefferson Hwy., Kenner 4-6751. Frequency measuring services.

Eidson Electronic Co.

Temple, Tex., 1902 N. Third St., Prospect 3-3901. Merrill Eidson, *o-mgr.* Quartz crystals, new, reground or replacement, frequency measuring service.

Claude M. Gray

Birmingham, Ala., P. O. Box 602, Tremont 1-3570.

Hutton Monitoring Service

Catonsville 28, Md., Rockwell & Westchester Aves., Ridgeway 7-9078. Joel W. Hutton, *o.* Frequency measuring service tv-am-fm.

International Monitoring Service

Belmont, Calif., 1103 N. Rd., A. C. Stewart, *special rep.*, 277 Fulton St., San Francisco.

Northwest Monitoring Service

Pendleton, Ore., P.O. Box 42, Crestview 6-2281. J. H. Platz, *gen. mgr.* Precision frequency measurements for am, fm and tv carriers, color burst generators, up to 1000 mc. Service is mobile in Idaho, Oregon and Washington, elsewhere by special arrangement.

Phelps Precision Laboratory

Minneapolis 16, 4232 Scott Terrace, WAlnut 2-1200. Boyd Phelps, *o & d.* Tv-am-fm frequency measurements; consulting.

Precision Frequency Service

Santa Ana, Calif., 1426 S. Flower St., Kimberly 5-3636. John R. Schick, *o.* Radio frequency measurements of radiated carriers.

SERVICES

RCA Communications, Inc.
New York 4, 66 Broad St., Hanover 2-1811. Thompson H. Mitchell, *pres.;* Sidney Sparks, *vp optns. & engineering;* Frank Flood, subscriber serv.

Offices: Riverhead, L. I., N. Y., 2290. E. J. Murphy, *mgr.* San Francisco, 35 Market St., Garfield 1-4200. H. E. Austin, *vp & mgr.*

Southwest Frequency Measurements
Austin, Tex., Route 7, Box 65, Greenwood 7-8003. C. M. Bartholomew, *mgr.*

Strain Engineering Service
Atlanta 5, 4556 Northside Drive, N. W., Cedar 3-4841. C. E. Strain, *o.* Consulting engineer; precision frequency measurement lab.

T & T Radio Measurements Co.
Long Beach 6, Cal., 2557 Atlantic Ave., Garfield 4-2015.

Van Nostrand Radio Engineering Service
Atlanta 17, 339 Leland Terrace, N. E., Drake 3-4774. W. L. Van Nostrand, *o.* Frequency measurement service.

Martin R. Williams
Indianapolis 19, 7401 E. 14th St., Fleetwood 6-0388. Consulting engineer, frequency measurement service.

Nathan Williams Frequency Measurements
Oshkosh, Wis., 20 Algoma Blvd., Blackhawk 885.

MARKET RESEARCH & RATINGS

Advertest Research, Inc.
New Brunswick, N. J., 96 Bayard St., Whitehall 4-5727, Charter 7-1564. Richard Bruskin, Seymour Smith, *exec. d's;* Howard Grossman, Jerome Medford, *project d's;* Eric Josephson, *d of project analysis;* Jessie Lynes,, *field d;* Michael Sandler, Virginia Davis, *ass't project d's.* Nationwide research firm with three sections: tv, radio and market.

Advertising Research Foundation
New York 22, 3 E. 54th St., Plaza 1-5656. Dr. W. H. Wulfeck, *chmn. of bd.;* Ben R. Donaldson, *v chmn. of bd.;* William A. Hart, *pres.;* A. W. Lehman, *mng. d;* Arno H. Johnson, *treas.;* Dr. D. B. Lucas, *tech. d;* David C. Adams, Vincent R. Bliss, Dr. Lyndon O. Brown, Rex M. Budd, William B. Carr, Sherwood Dodge, William R. Farrell, Donald S. Frost, Frederic R. Gamble, John W. Hartman, Arthur H. Hayes, Andrew Heiskell, Donald M. Hobart, Walter C. Kurz, Frank W. Mansfield, J. Ward Maurer, Charles A. Pooler, Charles L. Rumrill, John C. Sterling, Paul B. West, *bd. of d's.*

American Research Bureau
Washington, D. C., 4320 Ammendale Road, Beltsville, Md., Webster 5-2600. James W. Seiler, *pres. & d;* John Landreth, *gen. mgr.;* Ernest Clay, *rsrch. d;* Roger Cooper, *tv station rel.;* Anne Scheutz, *survey d;* National and met area tv audience rating reports, area coverage studies, and general market research.

Offices: New York, 400 Park Ave., Plaza 1-5577. Jack L. Gross, *mgr.* New York, 341 Madison Ave., Murrayhill 4-5989. Lorin S. Myers, *d of adv. serv.* Monterey Park, Calif., 234 S. Garfield Ave., Cumberland 3-3149. William Shafer, *mgr.* Chicago, Tribune Tower, 435 N. Michigan Ave., Superior 7-3388. Elliott Johnson, *rep.*

Attitude Research Bureau, Inc.
Seattle 4, Wash., Central Bldg., Elliot 4489. Joseph B. Ward, *pres.* Media effectiveness research.

Audience Builders for Radio & Tv Shows
Hastings-on-Hudson, 555 Broadway, Hastings 5-8295. Buddy Piper, Beverly Presley, *o's.* Increase audiences of radio & tv shows . . . all networks; supply contestants for quiz shows.

Audience Research, Inc.
Princeton, N. J., 53 Bank St., Phone: 1-0335. Dr. George Gallup, *pres.;* Paul K. Perry, Arthur L. Keiser, Robert S. Arthur, *vp's.*

Bennett-Chaiken, Inc.
New York 36, 574 Fifth Ave., Circle 5-0600. Cy Chaiken, *pres.;* Alan Steinberg, *rsrch. d.* Marketing and advertising; audience and media research.

Benson & Benson, Inc.
Princeton, N. J., Phone 1-3540. Lawrence E. Benson, *pres.* Gerald A. Bramwell, Irving Van Zandt, Jr., *vp's.*

Henry H. Buba, CPA
New York, 104 E. 40th St., Oxford 7-5980. Cost, market and financing surveys for tv and radio stations.

The Bureau of Broadcast Measurement
Toronto 12, Ont., 96 Eglington Ave. East, Mayfair 9464. Charles R. Vint, *pres.;* Horace N. Stovin, *vp;* Charles C. Hoffman, *exec. vp;* Wilfred L. Hudson, *rsrch. & dvlpmnt. d;* Charles J. Follett, *sec. & treas.* A cooperative organization composed of tv and radio stations, advertisers, advertising agencies and station representatives, for the standardization of facts about tv-radio in Canada.

Burke Marketing Research, Inc.
Cincinnati 6, O., 2374 Kemper Lane, Woodburn 1-0378. Mrs. Alberta H. Burke, *pres. & treas.;* Albert C. Voll, *vp & sec.;* Donald L. Miller, *vp.*

Offices: Philadelphia, Minneapolis, Dayton.

Business Publication Audit of Circulation, Inc.
New York, 420 Lexington Ave., Lexington 2-6380. Joseph F. Hobbins, *chmn. of the bd.;* Adin L. Davis, *pres.;* Howard G. Sawyer, *v chmn.;* Kingsley L. Rice, *sec.;* George T. Hook, *treas.*

Canadian Facts Ltd.
Toronto, 49 Wellington St. West, Empire 4-6373. John F. Graydon, *pres.;* Lewis G. Gray, *vp;* Mrs. M. Sims, *d of personnel;* Griffin B. Thompson, *d of tv rsrch.*

Office: Montreal, 1390 Sherbrooke St. West. Frank S. Lyman, *vp.* Among other services carries on Schwerin testing in Canada.

Robert S. Conlan Assoc.
Kansas City, Mo., 1715 Wyandotte St., Victor 2-3038. Local and national tv-radio audience surveys, national rating service, market research.

Core Research
Toronto, 80 King St., W., Empire 3-3605. Albert A. Shea, *mng. d.*

Crossley, S-D Surveys, Inc.
New York, 405 Park Ave., Plaza 5-1606. Arthur B. Dougall, *chmn. of bd.;* Archibald M. Crossley, *pres.;* Carl H. Henrickson, Jr., *vp & gen. mgr.;* Robert C. Montgomery, *treas.;* Carol A. Cruikshank, *client service mgr.*

Datamaps
Middlebury, Vt., 17 Washington St., Dudley 8-2832. Walter P. Burn, *o.* Coverage maps, market data.

Elliott-Haynes Ltd.
Toronto 6, Ont., 515 Broadview Ave., Ho 3-1144. W. E. Elliott, *pres.;* J. M. Leckie, *vp;* E. R. Comte, *sec. & treas.* Monthly Teleratings Survey in 24 Canadian markets; circulation reports.

Offices: Montreal, Que., 1500 St. Catherine St. West, Wellington 2-1913. E. R. Comte, *mng. d.*

Executives Radio Research Service
Larchmont, N. Y., Tennyson 4-0833. James M. Boerst, *o & publisher.* Publishers of monthly Spot Radio Report, semi-annual Time Buyers Register. Competitive brand spot radio surveys conducted among radio stations.

Facts Consolidated
Los Angeles 46, 8461 Melrose Pl., Olive 3-3114. Dorothy D. Corey, *p;* Terry M. Ewbank, *exec. ass't.;* Wilbur E. McCann, *gen. mgr.;* John C. H. McGlynn, *tabulation div. mgr.*

Office: San Francisco, 26 O'Farrell St., Exbrook 7-1200. Roy S. Frothingham, *p;* Nadene Mathews, *rsrch. ass't.* Ray Penfield, *mgr.*

Fact Finders Assoc., Inc.
New York 17, 400 Madison Ave., Plaza 9-3710. Frank R. Coutant, *chmn.;* Charles B. Emde, *pres.;* William Larzelere, *exec. vp;* M. Cooke, *sec.*

Carlos Franco Assoc.
New York 17, 420 Madison Ave., Plaza 8-0792. Carlos Franco, *pres.;* Dr. Franklin R. Cawl, *exec. vp, d of rsrch.*

Gallup & Robinson, Inc., Advertising Research
Princeton, N. J., 53 Bank St., Princeton 1-3400. Dr. George H. Gallup, *chmn.;* Dr. Claude E. Robinson, *pres.;* Dr. Paul I. Lyness, *magazine rsrch. vp;* Leyton E. Carter, Jr., *tv rsrch. vp.*

Graham Research Service
New York 17, 424 Madison Ave., Plaza 3-4565. J. E. Graham, *d.*

Guide-Post Research
Pittsburgh 18, 7401 Schoyer St., Freemont 1-1111. C. F. Ackenheil. Marketing surveys of Allegheny County, including tv viewing and radio listening.

Hal K. Halpurn Assoc.
New York 1, 251 W. 34th St., Chickering 4-5850. Hal K. Halpurn, *gen. mgr.;* J. Lindsey Campbell, Mary F. Witte, *assoc.*

Office: Beverly Hills, 204 S. Beverly Dr., Crestview 6-9892.

C. E. Hooper, Inc.
New York 17, 579 Fifth Ave., Murrayhill 8-2290. Mrs. C. E. Hooper, *chmn. of bd.;* Frank G. Stisser, *pres.;* W. Bruce McEwen, *exec. vp;* Dorothy M. Behrens, *vp & sec.;* Fred H. Kenkel, Lucy Woodworth, *vp's.*

Institute for Motivational Research
Croton-on-Hudson, N. Y., Croton 1-4721. Dr. Ernest Dichter, *pres.;* Albert Shepard, *exec. vp;* Irving Gilman, Dr. Tibor Koeves, Ernest Angel, *vp's.* Motivational research in advg., mktg., sales; radio and tv programming and commercials; packaging and new product testing for commercial firms and advg. agencies.

International Surveys, Ltd.
Montreal, Que., 1440 St. Catherine St. West, University 6-1570. Paul Haynes, *pres.* Market research, monthly reports on station, program audience.
Office: Toronto, 888 Dupont St., Oliver 7919. Peter Culos, *vp.*

Richard Manville Research, Inc.
New York 17, 230 Park Ave., Oregon 9-2435. Richard Manville, *pres.;* E. D. Zoty, *vp;* S. J. Collins, *rsrch. d.* National market-media research organization. Audience studies, media and market analysis, ratings: quantitative-qualitative; consultation.

Market Facts, Inc.
Chicago, 39 S. LaSalle St., Wabash 2-2686. William F. O'Dell, *pres.;* David K. Hardin, *vp;* Morris J. Gottlieb, *rsrch. d.* Marketing, advertising, product, opinion, media research.

Market Psychology, Inc.
New York 22, 510 Madison Ave., Plaza 1-1466. David Mayer, *pres.;* David A. Dietz, *exec. vp.* Tv, market, consumer, media and motivation research.

Market Research Corp. of America
New York 17, 122 E. 42nd St., Oxford 7-3540. Sam G. Barton, *pres.* Media-product purchase correlation.
Offices: Chicago, 425 N. Michigan Ave., Mohawk 4-4600. Arden B. Crawford, *vp.* San Francisco, 2 Pine St., Sutter 1-2289. Don Connell, *vp.*

Market Research of Cleveland
Cleveland 15, 1220 Huron Road, Main 1-0186. Albert E. Strass, *d;* Kathryn Waugh, *ass't d.* Coincidental and recall tv & radio surveys; specialists in correlation surveys which determine the selling effectiveness of tv & radio programs.

Marketing Impact Research, Inc.
New York 22, 147 E. 50th St., Plaza 1-2565. Max Bonfeld, *pres.;* Richard Brehl, *vp & gen. mgr.*

Marketscope Research Co.
Newark 2, 156 Washington St., Mitchell 2-1753. Robert E. Spinner, *pres.;* Verna Johnson, *vp;* Virginia Mack, *d;* Alan J. Schwalbe, *sr. project d;* Lorraine Welsh, *field d.* A complete marketing and opinion research service including product research; market research; consumer behavior and motivation. For media; manufacturers; advg. agencies and serv. organizations. Have a national multi-staged probability sample.

Media Records, Inc.
New York 7, 63 Vesey St., Worth 4-0076. John Halpin, *pres.;* L. H. Collins, *vp.*
Offices: Columbus 15, O., 257 E. Broad St., Capital 1-7784. Francis Davis, *mgr.* Chicago, 173 W. Madison St., Andover 6-5683. Ladious Siwak, *mgr.* San Francisco 8, 355 Stockton St., Garfield 1-4989. Harold F. Gannon, *mgr.*

Moffett Research Co.
Los Angeles 38, 5732 Melrose Ave. Jessie Locke Moffett, *o.*

Motivation Analysis, Inc.
West End, N. J., 215 Hollywood Ave., Capital 2-4387. Philip Eisenberg, *pres.*

National Field Service
New York 22, 40 E. 54th St., Plaza 1-0730. Thomas M. Newell, *d;* Dr. Reuben Swartz, *assoc. d;* Helen Wydie, *field d.* National, regional, local surveys; sample design; research interviewing; coding and tabulating. Affiliated with Alfred Politz Research, Inc.

National Research Bureau, Inc.
Chicago 10, 415 N. Dearborn St., Superior 7-5080. William H. Wood, *pres.;* Robert Stone, *vp;* Milton Paule, *tv & rad. d;* G. B. Smith, *cpy. d.*

A. C. Nielsen Co.
Chicago 45, 2101 Howard St., Hollycourt 5-4400. Arthur C. Nielsen, Jr., *pres.;* Henry Rahmel, *exec. vp, bdcstg. div.;* Charlton G. Shaw, *exec. vp,* NRI-NTI; John K. Churchill, *vp,* NSI-NCS #3. Nielsen Radio Index, Nielsen Television Index, Nielsen Station Index and Nielsen Coverage Service #3.
Offices: New York 36, 500 Fifth Ave., Pennsylvania 6-2848. T. R. Shearer, *vp,* NRI-NTI, G. E. Blechta, *vp,* NSI. Menlo Park, Calif., 70 Willow Rd., Davenport 5-0021. Joseph R. Matthews, *vp.* Chicago 1, 360 N. Michigan Ave., Franklin 2-3810. William R. Wyatt, *vp.*

Edward J. Noonan Market Research Organization
Boston 10, 157 Federal St., Liberty 2-1870. Edward J. Noonan, *pres.;* Arthur Silver, *vp & d of field optns.;* Foster Slayton, *rsrch. d;* James G. Ryan, *sls. d.* Local, regional and national radio and tv audience surveys; media, program and product analyses.

O'Connor Radio & Tv Surveys
Knoxville 4, 304 Veterans Bldg., 5-2272. Mrs. Bernice M. O'Connor, *d.* Surveys to measure tv viewing and radio listening.

Office of Radio & Television Research, Inc.
New York 31, 3470 Broadway, Audubon 6-7455. Dr. John G. Peatman, *d;* Victoria M. McGee, *ass't. d.*

Opinion Research Corp.
Princeton, N. J., 44 Nassau St., Phone: 1-3600. Dr. Claude Robinson, *pres.;* Walter G. Barlow, Joseph C. Bevis, LeBaron Foster, M. Starr Northrup, LeRoy Purvis, Hugh Rusch, Dilman M. K. Smith, Hugh C. Hoffman, W. Donald Rugg, *vp's.*

Alfred Politz Research, Inc.
New York 22, 547 Madison Ave., Plaza 9-5200.

The Psychological Corp.
New York 17, 304 E. 45th St., Oregon 9-7070. Paul S. Achilles, *bd. chmn.;* George K. Bennett, *pres.;* Albert D. Freiberg, *1st vp & d mktg & social rsrch. div.;* Philip G. Corby, *assoc. d;* Elinor J. Barnes and Charles L. Vaughn, *ass't d's;* Richard F. Bromer, *staff psychologist;* Robert L. French, *ass't to div. d.* Opinion polling and audience measurement.

Publishers Information Bureau, Inc.
New York 16, 271 Madison Ave., Murrayhill 5-2210. Frank Braucher, *pres.;* W. H. Mullen, *sec.*
Office: Magazine Adv. Bureau, Chicago 1, Prudential Plaza, Whitehall 4-6433.

The Pulse, Inc.
New York 19, 730 Fifth Ave., Judson 6-3316. Sydney Roslow, *d;* David Klein, *mgr.;* Laurence Roslow, *assoc. d;* George Sternberg, *serv. d;* Robert Collins, *d of client rel.;* Irma Roslow, *vp.*
Offices: Los Angeles, 6399 Wilshire Blvd., Webster 1-2412. Edwin Cahn, *d.* London W 1, 15 Sackville St., Regent 5349. Doreen King, *d.*

RRR Radio-Tv Research Bureau
Philadelphia 5, P.O. Box 413, Locust 4-4429. F. O. Pease, *d. of optns.;* A. H. Pease, *d of field optns.;* H. I. Greene, *mgr.* Audience measurements, sponsor surveys, radio-tv contest and mail handling.

Qualitative Research, Inc. (Affiliate of Trendex)
New York 17, 535 Fifth Ave., Murrayhill 2-1182. Jack Boyle, *pres.;* Edward G. Hynes, Jr., Robert B. Rogers, *vp's.* Telephone interviewing, copy research on commercials, audience reaction to programming, advertising and market research.

Radio Reports, Inc.
New York 17, 220 E. 42nd St., Murrayhill 7-6658. Edward F. Loomis, *pres.;* Gorton V. Carruth, *vp;* David Fins, *vp gen. mgr.;* George W. Loomis, *vp & sec.;* George Magee, *vp;* Carl Hirschfield, *midwest vp* for Chicago and Detroit. Transcripts, digests and analyses of tv-radio news and comments; surveys of program content; monitoring of commercials.
Offices: Detroit 4, 5050 Joy Road, Chicago, 1550 E. 53rd St. Wilbraham, Mass., 36 Springfield St. Los Angeles 5, 2024 W. 6th St. Washington 6, 3333 Connecticut Ave., N.W. Berkeley, Calif., 264 Arlington Ave., Philadelphia 31, 5387 W. Montgomery Ave.

Research Co. of America
New York 36, 570 Fifth Ave., Plaza 7-1865. A. Edwin Fein, *mng. d;* E. de Pianelli, *intl. dvlpmnt div. d;* John H. Dahn, *rsrch. d;* W. H. McDermid, *exec. staff consultant;* A. W. Zelomek, *consulting economist.*

Elmo Roper & Assoc.
New York 20, Rockefeller Plaza, Plaza 7-4900. Elmo Roper, Burns Roper, Carolyn Crusius, *p's;* Gerhart D. Wiebe, Joel Brooke, *rsrch. execs.*

N. C. Rorabaugh Co., Inc.
New York 17, 347 Madison Ave., Murrayhill 6-2193. N. C. (Duke) Rorabaugh, *pres.* Publishes quarterly Rorabaugh Report on spot tv advg; publishes quarterly spot tv expenditure reports.

SERVICES

Alan C. Russell Marketing Research
New York, 147 E. 50th St., Plaza 1-3990. Alan C. Russell, *o.*

Schwerin Research Corp.
New York 19, 1775 Broadway, Judson 2-4690. Horace S. Schwerin, *pres.;* Leonard Kudisch, *exec vp;* Henry H. Newell, Raymond K. Maneval, Donald H. McCollum, *vp's.* Qualitative research on tv and radio programs and commercials.
Offices: Toronto, 144 Wellington St. West. John F. Graydon, *mng. d.* London, One Old Burlington St., W. 1. Eric Bolden, *d of European optns.*

Sindlinger & Co., Inc.
Ridley Park, Pa., 11-13 E. Hinckley Ave., Lehigh 2-4100. Albert Sindlinger, *pres.*

Social Research, Inc.
Chicago 11, 145 E. Ohio, Michigan 2-2664. Dr. Burleigh B. Gardner, *exec. d;* Harriett Bruce Moore, *assoc. d, rsrch.;* Earl L. Kahn, *industrial rsrch. d;* Dr. Sidney J. Levy, *d of psychological rsrch.;* Dr. Lee Rainwater, *d of special studies.*

Southwest Research, Inc.
Dallas, 2520 West Mockingbird Lane, Fleetwood 1-6469. Mary H. Winters, *pres.;* Verna C. Brock, *sec. & treas.* Consumer opinions and attitudes.

Standard Audit & Measurement Service
New York 4, 80 Broad St., Whitehall 3-9377.

Daniel Starch & Staff
Mamaroneck, N.Y., Boston Post Road & Beach Ave., Mamaroneck 9-5400. D. Morgan Neu, *vp & d of tv rsrch.* Tv commercial and program rsrch. Pre-test and post-test studies with national, regional or local area coverage.
Office: Chicago 11, 101 E. Ontario St., Delaware 7-2880. George Elliot.

Videodex, Inc.
New York 17, 342 Madison Ave., Murrayhill 7-8837. Allan V. Jay, *mgr.* National tv ratings report (monthly) on all sustaining and commercial programs. Local tv ratings report available in 29 markets monthly and over 130 markets quarterly.

Student Marketing Institute, Inc.
New York 17, 375 Fifth Ave., Murrayhill 3-9918. Robert M. Stelzer, *pres.*

Television Measurement Bureau
New York 36, 570 Fifth Ave., Plaza 7-1865. A. Edwin Fein, *mng. d.*

Trendex, Inc.
New York 17, 535 Fifth Ave., Murrayhill 2-1182. Edward G. Hynes, Jr., *pres. & treas.;* Robert B. Rogers, *exec. vp,* Mary Smith, *sec.*

PERSONNEL PLACEMENT

Broadcasters Executive Placement Service
Washington 7, 1736 Wisconsin Ave., N.W., Hobart 2-1720. Howard S. Frazier, *pres.;* Horace W. Gross, *vp.* Nationwide personnel service for tv & radio stations.

Griffin & Culver Personnel Agency
New York, 280 Madison Ave., Oregon 9-2690

Walter A. Lowen Placement Agency
New York 17, 420 Lexington Ave., Murrayhill 9-2630.

National Radio & Television Employment Service, Inc.
Portland 9, Ore., 2118 N.W. Overton, Capitol 3-7246. M. E. Stone, *mgr.* Employment agency handling experienced tv-radio personnel.

PUBLIC RELATIONS, PROMOTION & PUBLICITY

John B. Adams
Washington 4, 872 National Press Bldg., Metropolitan 8-4248. John B. Adams, *pres. & o;* Miss Jessie Stearns, *assoc.* National and international public relations.

David O. Alber Assoc., Inc.
New York 21, 44 E. 53rd St., Templeton 8-8300. Eugene Shefrin, *exec. vp;* Dan S. Blumenthal, *vp.* Publicity service to tv shows, performers, producers, syndicators.

William J. Bailey
New York 22, 415 E. 52nd St., Plaza 9-5679.

Baldwin & Mermey
New York 17, 205 E. 42nd St., Murrayhill 4-4540. William H. Baldwin, Maurice Mermey, *p's.* Public relations counsel; use of all media.

Banner & Greif
New York 17, 369 Lexington Ave., Murrayhill 6-6622. Jack Banner, Ed Greif, *p's.* Publicity.

Bev Barnett—Publicity
Los Angeles 46, 8780 Sunset Blvd., Olympia 2-6560. Bev Barnett, *o;* J. A. Allen, *ae.*

Aleon Bennett
Hollywood 46, 8272 Sunset Blvd., Oldfield 6-1616.

Bentley & Livingstone, Inc.
Chicago 4, 220 S. State St., Webster 9-7439. George Livingstone, *pres.;* E. W. Welch, *sec.-treas.*

Edward L. Bernays
New York 21, 26 E. 64th St., Templeton 8-5000.

Bishop & Assoc.
Los Angeles 38, 737 N. Seward St., Hollywood 2-1266.

Ivan Black Assoc.
New York 17, 400 Madison Ave., Plaza 5-4760.

Robert W. Bloch Public Relations
New York 22, 1 E. 57th St., Plaza 5-8047.

H. A. Bruno & Assoc., Inc.
New York 20, 30 Rockefeller Plaza, Circle 6-8040. Harry Bruno, *pres.*

Carl Byoir & Assoc., Inc.
New York 16, 800 Second Ave., Yukon 6-6100. Carl Byoir, *exec. comm. chmn.;* Gerry Swinehart, *bd. chmn.;* George Hammond, *pres.;* C. Stuart Hall, Frank Gavitt, *exec. vp's;* Harry Schaden, *vp,* Chicago; Charles E. McVarish, *vp & d of publ.;* Muriel Fox, *vp, tv-rad.*
Offices: Washington, D. C., National Press Bldg., Sterling 3-6565. Lyle Youngstrom, *vp.* Chicago, 33 N. LaSalle St., Dearborn 2-3600. Harry Schaden, *vp.* Los Angeles, 727 W. Seventh St., Trinity 6421. Roger Johnson, *mgr.*

Cleary-Strauss & Irwin
Hollywood 38, 1258 N. LaBrea Ave., Hollywood 2-6486. Chip Cleary, *pres.;* Ben Irwin, Richard Carter, *vp's;* John Strauss, *sec.-treas.*

Harry Coleman & Co.
Chicago 11, 664 N. Michigan Ave., Mohawk 4-3883. Harry M. Coleman, *pres.;* Rita McElligott, Ward Walker, *ae's.* Public relations counsel; publicity.

Communications Counselors, Inc.
New York 17, 535 Fifth Ave., Murrayhill 7-8686. W. Howard Chase, *pres.;* Edward N. Mayer, Jr., *exec. vp;* Murray Martin, *sr. vp;* Gen. Frank A. Allen, Jr., Edward F. Baumer, Harry Bennett, Drew Dudley, Margaret Ettinger, Clyde Vanderburg, *vp's;* Dixon B. Griswold, *treas.;* Benjamin Holme, Jr., *sec.* Public relations counsel and service to local, regional, national and international clients.
Offices: Atlanta 8, 1430 W. Peachtree St., N.W., Trinity 5-0313. William Corley, *mgr.* Boston 16, 2202 John Hancock Bldg., 200 Berkeley St., Hubbard 2-2230. Fletcher Booram, *mgr.* Chicago 4, 318 S. Michigan Ave., Webster 9-7676. Frank Karoly, *mgr.* Cleveland 14, 335 Euclid Ave., Cherry 1-6850. Paul M. Douglas, *mgr.* Detroit 26, 3546 Penobscot Bldg., Woodward 5-7550. Frank Hedge, *mgr.* Hollywood 46, 8720 Sunset Blvd., Olympia 2-5252. Margaret Ettinger, *mgr.* Los Angeles 5, 3440 Wilshire Blvd., Dunkirk 7-8371. Harry Bennett, *mgr.* Washington, D.C., Continental Bldg., 1013 14th St., N.W., Executive 3-5707. Frank A. Allen, Jr., *mgr.* Brussels, Belgium, 10 Rue Guimard, Phone: 12.08.60, 12.32.28. Havana, Cuba, Calle 35-A, No. 104 Miramar. Harry Tomlinson, *mgr.*

The Hal Copeland Co.
Dallas 1, 304 Melba Bldg., Riverside 8-2350. Hal Copeland, *o.* Public relations.

James A. Cowan
Toronto 2, Ont., 20 Carlton, Empire 4-8561.

Stanley Cowan & Assoc.
Hollywood 46, 9163 Sunset Blvd., Crestview 6-3103. Stanley Cowan, *pres.;* Milli Cowan, *vp & sec.;* Allan Berkman, *gen. mgr.;* Gretchen Fine, *ae.*

Phil Dean Assoc.
New York, 6 E. 39th St., Murrayhill 5-1895. Phil Dean, *pres.*

Dine & Kalmus
New York 22, 430 Park Ave., Plaza 3-1370. Josef C. Dine and Allan H. Kalmus, *p's.*

Dorrance & Co.
New York 16, 126 E. 37th St., Murrayhill 3-7851. Dick Dorrance, *part.* Advertising-promotion.

Arthur Eddy Public Relations
Hollywood 46, 8584 Sunset Blvd., Olympia 2-7155. Arthur Eddy, *o & mgr.*

Robert J. Enders, Inc.
Washington 6, D.C., 1101 Connecticut Ave.,

N.W., Sterling 3-2222. Tv Dept.: Robert J. Enders, *pres.;* Howard A. Enders, *exec. vp;* Rudy Vallee, Robert L. Friend, *vp's;* Melvin Alan Bank, *sec. & treas.;* Sylvia Edlen, *tv-rad. d;* Fred Waller, *art d;* Stanley S. Bass, *prod. mgr.*

Ettinger Co.

Hollywood 46, 8720 Sunset Blvd., Olympia 2-5252. Margaret Ettinger, *pres.*

Office: New York 17, 535 Fifth Ave., Murrayhill 7-8686.

Foladare, Greer & Assoc.

Hollywood 28, 1741 Ivar Ave., Hollywood 9-8135. Maury Foledare, *p & mgr.;* Norman Greer, *p.*

Freeman and Wick

Hollywood 28, 6606 Sunset Blvd., Hollywood 2-2395. A. J. (Mickey) Freeman and Ted Wick. Public relations.

Dixon Gayer Assoc.

New York 19, 120 Central Park South, Plaza 7-7150. Dixon Gayer, *pres.;* B. H. (Doc) Calhoun, Merrill (Mike) Marmer, *assoc's.* Publicity-promotion.

General Public Relations, Inc.

New York 19, 666 Fifth Ave., Judson 2-6200. Ward B. Stevenson, *pres.*

Office: Los Angeles 5, 607 S. Hobart Blvd., Dunkirk 5-3061. Burns W. Lee, *exec. vp.*

Edward Gottlieb & Associates Ltd.

New York 19, 640 Fifth Ave., Judson 2-7540. Edward Gottlieb, *pres.;* Robert J. Sullivan, *vp & gen. mgr.;* Philip Klarnet, Charlotte Klein, *vp's;* Elmer Borsuk, *radio-tv dept. head.*

Hal K. Halpurn Assoc.

New York 1, 251 W. 34th St., Chickering 4-5850. Hal K. Halpurn, *gen. mgr.;* J. Lindsey Campbell, Mary F. Witte, *assoc.*

Office: Beverly Hills, 204 S. Beverly Dr., Crestview 6-9892.

Harshe-Rotman, Inc.

Chicago 2, 108 N. State St., Financial 6-6868. Morris Rotman, *pres.;* Alfred M. Gertler, *vp & editorial d;* Robert I. Salins, William I. Flaagan, Samuel L. Austin, A. J. Rose, Norman Dolnick, *vp's.*

Offices: New York 19, 50 W. 57th St., Circle 5-8687. LeRoy J. Bieringer, *exec. vp in charge of eastern optns.* Rochester 4, 42 East Ave., Baker 5-1505. LeRoy J. Bieringer. Los Angeles 48, 6399 Wilshire Blvd., Webster 8-2096. Robert Bergen, *mgr.*

William Hebert

Los Angeles 46, 8729 Shoreham Dr., Olympia 2-4086. Public Relations.

Hill & Knowlton, Inc.

New York, 150 E. 42nd St., Oxford 7-5600. John W. Hill, *bd. chmn.;* Bert C. Goss, *pres.;* Richard W. Darrow, *exec. vp;* Harry S. Cooper, *sec. & treas.;* John G. Mapes, *chmn., exec. comm.*

Offices: Chicago, 10 S. LaSalle St., Financial 6-0189. Ben Fillis, *mgr.* Pittsburgh, 1906 Law & Finance Bldg., Atlantic 1-5577. Gordon Growden, *mgr.* Washington, 1000 Vermont Ave., N.W., Sterling 3-0270. Basil Littin, *mgr.* Cleveland, 323 Republic Bldg., Cherry 1-6114. Harry Lundin, *mgr.* Los Angeles, 6671 Sunset Blvd., Hollywood. Paul Snell, *mgr.*

Walter E. Kline & Assoc., Inc.

Hollywood 27, 1436 N. Serrano, Hollywood 2-6371. Fred W. Kline, *pres.;* Verna M. Kline, *sec. & treas.;* Merle Armitage, Arthur Engles, *members of bd.* Public relations, publicity, merchandising & promotion, motion picture, tv and radio.

Offices: San Francisco, 681 Market St., Douglas 2-4307. Forrest Williams. New York, 111 W. 57th St., Judson 6-7777. Waldo Mayo. Chicago, 360 N. Michigan Blvd., Randolph 6-5110. Ken Carpenter.

Larson-Duncan Co.

Milwaukee 2, Wis., 259 E. Wells St., Broadway 3-7380. L. A. (Duke) Larson, *pres.;* Hugh H. Duncan, *vp;* William Jenkins, *m d;* Carol Nicholaus, *chf. cpy. writer.*

Philip Lesly Co.

Chicago 3, 100 W. Monroe St., Central 6-9520. Philip Lesly, *pres.* Public relations counsel and service.

Offices: New York 17, 424 Madison Ave., Plaza 8-1525. Los Angeles 48, 6399 Wilshire Blvd., Webster 8-2035.

Lewin, Kaufman & Assoc.

Beverly Hills, Calif., 451 N. Canon Dr., Bradshaw 2-0744.

Bernard L. Lewis, Inc.

New York 1, Empire State Bldg., Lackawanna 4-5865. Bernard L. Lewis, *pres.*

Hal Leyshon & Assoc.

New York, 122 E. 42nd St., Murrayhill 7-0272.

Mayer & O'Brien, Inc.

Chicago 11, 1718 Tribune Tower, Superior 7-6670. Howard G. Mayer, *bd. chmn.;* Dale O'Brien, *pres.;* Ross DeLue, *vp.*

Offices: Hollywood, 6331 Hollywood Blvd., Hollywood 3-5658.

Waldo Mayo Assoc.

New York 19, 111 W. 57th St., Judson 6-7777. Waldo Mayo (Represented by Walter E. Kline & Assoc., in Hollywood)

Milburn McCarty Assoc., Inc.

New York 17, 17 E. 45th St., Murrayhill 7-7773. Milburn McCarty, *pres.;* Gene Burke, Frank G. M. Corbin, *vp's;* William J. Thomas, *vp & d of tv;* Timothy Marks, *ass't. d of tv.*

Office: Hollywood 28, 6253 Hollywood Blvd., Hollywood 5-6244. Joe Leighton, *mgr.*

Pat McDermott Co.

Los Angeles 48, 521 N. La Cienega Blvd., Oleander 5-8322. Pat McDermott, *pres.*

Office: New York, 550 Fifth Ave., Judson 2-0347. Donn Garrett, *vp.*

Network Public Relations, Inc.

New York 17, 420 Lexington Ave., Oregon 9-6760. Jim Scanlan, *pres.* Product publicity in radio, tv and motion pictures.

Jack Perlis

New York 23, 310 West End Ave., Trafalgar 3-5284, Susquehanna 7-5400.

Program Service, Inc.

New York 22, 430 Park Ave., Plaza 8-0139. S. L. Weaver, Jr., *pres.;* Frederic W. Wile, Jr., *vp.* Major market television network, program production, advertising services.

Offices: Beverly Hills, Calif., 120 El Camino Drive, Crestview 6-2331. Frederic W. Wile, Jr., *vp.*

Robert K. Richards

Washington 6, 1735 DeSales St., N.W., Sterling 3-4630. Robert K. Richards, *pres.;* Helen Merryman, *admin. ass't.*

Richard H. Roffman Assoc.

New York 25, 675 West End Ave., Riverside 9-3647. Richard H. Roffman, *pres.;* Maurice Roffman, *vp;* Sophie S. Speiser, *sec.;* Malvina Cohn, *treas.* Public relations, contests, prizes, intermediary in station sales and placement of programs.

Offices: Denver, 1535 Locust. Frances Shooker. Los Angeles, 7755 Hollywood Blvd. Alan Winston. Philadelphia, 5529 Belmar Terrace. Sara Colton. Boston, 10 State St. Zalman Davlin.

Rogers, Cowan & Jacobs, Inc.

Beverly Hills, Calif., 250 N. Canon Dr., Crestview 5-4581. Henry C. Rogers. Public relations, publicity, program promotion.

Office: New York, 3 E. 54th St., Templeton 8-0730. Arthur P. Jacobs. London, 8 Glenmore House, Richmond Hill Surrey, Richmond 3451. Euan Lloyd. Paris, 14 Via XXIV Maggio, Phone: 61.768. Augosto Borselli.

A. A. Schechter Assoc.

New York 36, 580 Fifth Ave., Judson 6-2420. A. A. Schechter, *mng. p;* Michael Roshkind, *gen. mgr.* Public relations & tv-radio consultants.

Offices: Chicago 11, Tribune Tower. Los Angeles 28, Guaranty Bldg.

Selvage & Lee

New York 36, 500 Fifth Ave., Oxford 5-6200. James P. Selvage, *pres.;* Morris M. Lee, Jr., *exec. vp.*

Offices: Chicago 1, 221 N. LaSalle St., Central 6-7818. Washington 6, D.C., Cafritz Bldg., Republic 7-4040. S. B. Bledsoe.

Lou Smith Organization

Beverly Hills, 270 N. Canan Dr., Crestview 4-7251. Lou Smith, *pres.*

Office: New York, 342 Madison Ave., Murrayhill 2-9142. Arthur Schmidt, *assoc.*

Robert S. Taplinger Assoc., Inc.

New York 20, 608 Fifth Ave., Plaza 7-8040.

Offices: Beverly Hills, Calif., 211 S. Beverly Dr. Chicago, 6 N. Michigan Ave.

The Jack Tierney Agency

Hollywood 28, 1418 N. Highland, Hollywood 2-1946. Jack Tierney, *o.*

Thompson-McDonald Co.

Hollywood 28, 6612 Sunset Blvd., Hollywood 2-7249. Ed Thompson, Neil McDonald, *p's.*

Bernie Williams-Kay Mulvey Public Relations

Hollywood 28, 6612 Sunset Blvd., Hollywood Hollywood 2-7401. Bernie Williams and Kay Mulvey, *p's.*

Bill Watters & Assoc.

Los Angeles 46, 1271 St. Ives Pl., Bradshaw 2-7205. Bill Watters, *hd. pub. rel., prom. & advg.*

Wolcott & Assoc.

Los Angeles 17, 1308 Wilshire Blvd., Dunkirk 5-5351. Bob Wolcott, *pres.*

Office: San Francisco, 425 Bush St.

U. S. Television Stations by Call Letters

Corrected to January 1, 1958. Channel number indicated in parentheses—asterisk (*) indicates educational station.

CKLW-TV (9) Detroit, Mich.
KABC-TV (7) Los Angeles
KAKE-TV (10) Wichita, Kan.
KAKJ (4) Reno, Nev.
KALB-TV (5) Alexandria, La.
KARD-TV (3) Wichita, Kan.
KARK-TV (4) Little Rock, Ark.
KATV (7) Pine Bluff, Ark.
KAVE-TV (6) Carlsbad, N. Mex.
KAYS-TV (7) Hays, Kan.
KBAK-TV (29) Bakersfield, Cal.
KBAS-TV (43) Ephrata, Wash.
KBAY-TV (20) San Francisco, Cal.
KBES-TV (5) Medford, Ore.
KBET-TV (10) Sacramento, Cal.
KBIC-TV (22) Los Angeles, Cal.
KBID-TV (53) Fresno, Cal.
KBMB-TV (12) Bismarck, N. Dak.
KBMT (31) Beaumont, Tex.
KBOI-TV (2) Boise, Ida.
KBTV (9) Denver, Col.
KBTX-TV (3) Bryan, Tex.
KCBD-TV (11) Lubbock, Tex.
KCEB (23) Tulsa, Okla.
KCEN-TV (6) Temple, Tex.
KCJB-TV (13) Minot, N. Dak.
KCKT (2) Great Bend, Kan.
KCMC-TV (6) Texarkana, Tex.
KCMO-TV (5) Kansas City, Mo.
KCOP (13) Los Angeles, Cal.
KCOR-TV (41) San Antonio, Tex.
KCRA-TV (3) Sacramento, Cal.
KCRG-TV (9) Cedar Rapids, Ia.
KCSJ-TV (5) Pueblo, Colo.
KCTL (3) Great Falls, Mont.
*KCTS (9) Seatle, Wash.
KCTV (8) San Angelo, Tex.
KDAL-TV (3) Duluth-Superior, Wis.
KDIX-TV (2) Dickinson, N. Dak.
KDKA-TV (2) Pitsburgh, Pa.
KDLO-TV (3) Florence, S. Dak.
*KDPS-TV (11) Des Moines, Ia.
KDRO-TV (6) Sedalia, Mo.
KDSJ-TV (5) Deadwood, S. Dak.
KDUB-TV (13) Lubbock, Tex.
KDUH-TV (4) Hay Springs, Neb.
KEDY-TV (4) Big Spring, Tex.
KELO-TV (11) Sioux Falls, S. Dak.
KELP-TV (13) El Paso, Tex.
KENI-TV (2) Anchorage, Alaska
KENS-TV (5) San Antonio, Tex.
KEPR-TV (19) Pasco, Wash.
KERO-TV (10) Bakersfield, Cal.
*KETA (13) Oklahoma City, Okla.
*KETC (9) St. Louis, Mo.
KETV (7) Omaha, Neb.
KEY-T (3) Santa Barbara, Cal.
KFAR-TV (2) Fairbanks, Alaska
KFBB-TV (5) Great Falls, Mont.
KFBC-TV (5) Cheyenne, Wyo.
KFDA-TV (10) Amarillo, Tex.
KFDX-TV (3) Wichita Falls, Tex.
KFEQ-TV (2) St. Joseph, Mo.
KFJZ-TV (11) Ft. Worth, Tex.
KFMB-TV (8) San Diego, Cal.
KFRE-TV (12) Fresno, Cal.
KFSA-TV (22) Fort Smith, Ark.
KFSD-TV (10) San Diego, Cal.
KFVS-TV (12) Cape Girardeau, Mo.
KFXJ-TV (10) Montrose, Col.
KFYR-TV (5) Bismarck, N. Dak.
KGBT-TV (4) Harlingen, Tex.
KGEO-TV (5) Enid, Okla.
KGEZ-TV (8) Kalispell, Mont.
KGMB-TV (9) Honolulu, Hawaii
KGMS-TV (46) Sacramento, Cal.
KGNC-TV (4) Amarillo, Tex.
KGO-TV (7) San Francisco, Cal.
KGTV (17) Des Moines, Ia.
KGUL-TV (11) Galveston, Tex.
KGUN-TV (9) Tucson, Ariz.
KGW-TV (8) Portland, Ore.
KHAD-TV (8) Laredo, Tex.
KHAS-TV (5) Hastings, Neb.
KHBC-TV (9) Hilo, Hawaii
KHJ-TV (9) Los Angeles, Cal.
KHOL-TV (13) Kearney, Neb.
KHPL-TV (6) Hayes Center, Neb.
KHQ-TV (6) Spokane, Wash.
KHQA-TV (7) Hannibal, Mo.
KHSL-TV (12) Chico, Cal.
KHTV (13) Twin Falls, Ida.
KHUM-TV (13) Eureka, Cal.
KHVH-TV (13) Honolulu, Hawaii
KICA-TV (12) Clovis, N. Mex.
KID-TV (3) Idaho Falls, Ida.
KIDO-TV (7) Boise, Ida.
KIEM-TV (3) Eureka, Cal.
KIMA-TV (29) Yakima, Wash.
KING-TV (5) Seattle, Wash.
KINY-TV (8) Juneau, Alaska
KIRO-TV (7) Seattle, Wash.
KIVA (11) Yuma, Ariz.
KJEO (47) Fresno, Cal.
KKTV (11) Colorado Springs, Col.
KLAS-TV (8) Las Vegas
KLEW-TV (3) Lewiston, Ida.
KLFY-TV (3) Lafayette, La.
KLIX-TV (11) Twin Falls, Ida.
KLOR-TV (11) Provo, Utah.
KLRJ-TV (2) Henderson, Nev.
*KLSE (13) Monroe, La.
KLTV (7) Tyler, Tex.
KLZ-TV (7) Denver, Col.
KMAU-TV (3) Wailuku, Hawaii
KMBC-TV (9) Kansas City, Mo.
KMGM-TV (9) Minneapolis, Minn.
KMID-TV (2) Midland, Tex.
KMJ-TV (24) Fresno, Calif.
KMMT (6) Austin, Minn.
KMOT (10) Minot, N. Dak.
KMOX-TV (11) St. Louis, Mo.
KMSO-TV (13) Missoula, Mont.
KMTV (3) Omaha, Neb.
KMVA-TV (19) Victoria, Tex.
KMVI-TV (12) Waliuku, Hawaii
KNAC-TV (5) Ft. Smith, Ark.
KNBT-TV (19) Brownwood, Tex.
KNDA (10) Elko, Nev.
*KNME-TV (5) Albuquerque, N. Mex.
KNOE-TV (8) Monroe, La.
KNOX-TV (10) Grand Forks, N. Dak.
KNTV (11) San Jose, Cal.
KNUZ-TV (39) Houston, Tex.
KNXT (2) Los Angeles, Cal.
KOA-TV (4) Denver, Colo.
*KOAC-TV (7) Corvallis, Ore.
KOAM-TV (7) Pittsburg, Kan.
KOAT-TV (7) Albuquerque, N. Mex.
KOB-TV (4) Albuquerque, N. Mex.
KODE-TV (12) Joplin, Mo.
*KOED-TV (11) Tulsa, Okla.
KOIN-TV (6) Portland, Ore.
KOLD-TV (13) Tucson, Ariz.
KOLN-TV (10) Lincoln, Neb.
KOLO-TV (8) Reno, Nev.
KOMO-TV (4) Seattle, Wash.
KOMU-TV (8) Columbia, Mo.
KONA-TV (11) Honolulu, Hawaii.
KONO-TV (12) San Antonio, Tex.
KOOK-TV (2) Billings, Mont.
KOOL-TV (10) Phoenix, Ariz.
KOOS-TV (16) Coos Bay, Ore.
KOPR-TV (6) Butte, Mont.
KORN-TV (5) Mitchell, S. Dak.
KOSA-TV (7) Odessa, Tex.
KOTA-TV (3) Rapid City, S. Dak.
KOTI (2) Klamath Falls, Ore.
KOTV (6) Tulsa, Okla.
KOVR (13) Stockton, Cal.
KPAC-TV (4) Port Arthur, Tex.
KPAR-TV (12) Sweetwater, Tex.
KPHO-TV (5) Phoenix, Ariz.
KPIC (4) Roseburg, Ore.
KPIX (5) San Francisco, Cal.
KPLC-TV (7) Lake Charles, La.
KPLO-TV (6) Reliance, S. Dak.
KPRC-TV (2) Houston, Tex.
KPTV (12) Portland, Ore.
*KQED (9) San Francisco, Cal.
KQTV (21) Fort Dodge, Ia.
KRBB (10) El Dorado, Ark.
KRBC-TV (9) Abilene, Tex.
KRCA (4) Los Angeles, Cal.
KRCG, (13) Jefferson City, Mo.
KRDO-TV (13) Colorado Springs, Col.
KREM-TV (2) Spokane, Wash.
KREX-TV (5) Grand Junction, Col.
KRGV-TV (5) Weslaco, Tex.
KRIS-TV (6) Corpus Christi, Tex.
KRLD-TV (4) Dallas, Tex.
*KRMA-TV (6) Denver, Col.
KRNT-TV (8) Des Moines, Ia.
KROC-TV (10) Rochester, Minn.
KROD-TV (4) El Paso, Tex.
KRON-TV (4) San Francisco, Cal.
KRSD-TV (7) Rapid City, S. Dak.
KRTV (8) Walla Walla, Wash.
*KSAC-TV (8) Manhattan, Kan.
KSAN-TV (32) San Francisco, Cal.
KSBW-TV (8) Salinas, Cal.
KSBY-TV (6) San Luis Obispo, Cal.
KSD-TV (5) St. Louis, Mo.
KSHO-TV (13) Las Vegas, Nev.
KSL-TV (5) Salt Lake City, Utah
KSLA-TV (12) Shreveport, La.
KSLM-TV (3) Salem, Ore.
KSOO-TV (13) Sioux Falls, S. Dak.
KSPG (17) Tulsa, Okla.
KSPR-TV (6) Casper, Wyo.
KSTF (10) Scottsbluff, Neb.
KSTP-TV (5) St. Paul, Minn.
KSWB (8) Elk City, Okla.
KSWO-TV (7) Lawton, Okla.
KSWS-TV (8) Roswell, N. Mex.
KSYD-TV (6) Wichita Falls, Tex.
KTAG-TV (25) Lake Charles, La.
KTBC-TV (7) Austin, Tex.
KTBS-TV (3) Shreveport, La.
*KTCA-TV (2) St. Paul, Minn.
KTEN (10) Ada, Okla.
KTES (19) Nacogdoches, Tex.
KTHV (11) Little Rock, Ark.
KTIV (4) Sioux City, Ia.
KTLA (5) Los Angeles, Cal.
KTNT-TV (11) Tacoma, Wash.
KTRB-TV (14) Modesto, Cal.
KTRE-TV (9) Lufkin, Tex.
KTRK-TV (13) Houston, Tex.
KTRX (25) Kennewick, Wash.
KTSM-TV (9) El Paso, Tex.
KTTS-TV (10) Springfield, Mo.
KTTV (11) Los Angeles, Cal.
KTUL-TV (8) Tulsa, Okla.
KTVA (11) Anchorage, Alaska
KTVC (6) Ensign, Kan.
KTVF (11) Fairbanks, Alaska
KTVH (12) Hutchinson, Kan.
KTVI (2) St. Louis, Mo.

KTVK (3) Phoenix, Ariz.
KTVO (3) Kirksville, Mo.
KTVQ (25) Oklahoma City, Okla.
KTVR (2) Denver, Col.
KTVT (4) Salt Lake City, Utah
KTVU (2) Oakland-San Francisco, Cal.
KTVW (13) Tacoma, Wash.
KTWO-TV (2) Casper, Wyo.
KTWX-TV (9) Sheridan, Wyo.
KUAM-TV (8) Agana, Guam
*KUED (7) Salt Lake City, Utah
*KUHT (8) Houston, Tex.
KULA-TV (4) Honolulu, Hawaii
KUMV-TV (8) Williston, N. Dak.
*KUON-TV (12) Lincoln, Neb.
KUTV (2) Salt Lake City, Utah
KVAL-TV (13) Eugene, Ore.
KVAN-TV (21) Vancouver, Wash.
KVAR (12) Phoenix, Ariz.
KVDO-TV (22) Corpus Christi, Tex.
KVII (7) Amarillo, Tex.
KVIP-TV (7) Redding, Cal.
KVIT (2) Santa Fe, N. Mex.
KVKM-TV (4) Monahans, Tex.
KVOA-TV (4) Tucson, Ariz.
KVOO-TV (2) Tulsa, Okla.
KVOS-TV (12) Bellingham, Wash.
KVSO-TV (12) Ardmore, Okla.
KVTV (9) Sioux City, Ia.
KVTX (3) San Angelo, Tex.
KVVG (27) Tulare, Cal.
KWGB-TV (10) Goodland, Kan.
KWK-TV (4) St. Louis, Mo.
KWRB-TV (10) Riverton, Wyo.
KWSL (2) North Platte, Neb.
KWTV (9) Oklahoma City, Okla.
KWTX-TV (10) Waco, Tex.
KWWL-TV (7) Waterloo, Ia.
KXAB-TV (9) Aberdeen, S. Dak.
KXGN-TV (5) Glendive, Mont.
KXJB-TV (4) Valley City, N. Dak.
KXLF-TV (6) Butte, Mont.
KSLJ-TV (12) Helena, Mont.
KXLY-TV (4) Spokane, Wash.
KXYZ-TV (29) Houston, Tex.
KYAT (13) Yuma, Ariz.
KYTV (3) Springfield, Mo.
KYW-TV (3) Cleveland, O.
KZTV (10) Corpus Christi, Tex.
WABC-TV (7) New York, N.Y.
WABD (5) New York, N.Y.
WABI-TV (5) Bangor, Me.
WABT (13) Birmingham, Ala.
WACA-TV (14) Camden, S.C.
WACH-TV (33) Newport News, Va.
WAFB-TV (28) Baton Rouge
WAGA-TV (5) Atlanta, Ga.
WAGM-TV (8) Presque Isle, Me.
WAIM-TV (40) Anderson, S. C.
*WAIQ (2) Andalusia, Ala.
WAKR-TV (49) Akron, O.
WALA-TV (10) Mobile, Ala.
WALB-TV (10) Albany, Ga.
WALN-TV (59) Ashland, Ky.
WANE-TV (15) Ft. Wayne, Ind.
WAPA-TV (4) San Juan, P.R.
WARD-TV (56) Johnstown, Pa.
WARL-TV (20) Arlington, Va.
WATE-TV (6) Knoxville, Tenn.
WATL-TV (36) Atlanta, Ga.
WATR-TV (53) Waterbury, Conn.
WATV (13) Newark-New York, N.Y.
WAVE-TV (3) Louisville, Ky.
WAVY-TV (10) Portsmouth, Va.
WAZL-TV (63) Hazleton, Pa.
WBAL-TV (11) Baltimore, Md.
WBAP-TV (5) Fort Worth, Tex.
WBAY-TV (2) Green Bay, Wis.
WBBM-TV (2) Chicago, Ill.
WBEN-TV (4) Buffalo, N. Y.
WBID-TV (62) Detroit, Mich.
*WBIQ (10) Birmingham, Ala.
WBIR-TV (10) Knoxville, Tenn.
WBKB (7) Chicago, Ill.
WBLN (15) Bloomington, Ill.
WBMG (42) Birmingham, Ala.
WBNS-TV (10) Columbus, O.
WBOC-TV (16) Salisbury, Md.
WBOY-TV (12) Clarksburg, W. Va.
WBPZ-TV (32) Lock Haven, Pa.
WBRC-TV (6) Birminghan, Ala.
WBRE-TV (28) Wilkes-Barre, Pa.
WBRZ (2) Baton Rouge, La.
WBTM-TV (24) Danville, Va.
WBTV (3) Charlotte, N. C.
WBTW (8) Florence, S. C.
WBUF (17) Buffalo, N. Y.
WBZ-TV (4) Boston, Mass.
WCAN-TV (25) Milwaukee, Wis.
WCAU-TV (10) Philadelphia, Pa.
WCAX-TV (3) Burlington, Vt.
WCBC-TV (61) Anderson, Ind.
WCBF-TV (15) Rochester, N. Y.
WCBI-TV (4) Columbus, Miss.
WCBS-TV (2) New York, N. Y.
WCCO-TV (4) Minneapolis, Minn.
*WCET (48) Cincinnati, O.
WCHS-TV (8) Charleston, W. Va.
WCHU (33) Champaign, Ill.
WCIA (3) Champaign, Ill.
WCKG (26) New Orleans, La.
WCKT (7) Miami, Fla.
WCNS (40) Baton Rouge, La.
WCNY-TV (7) Carthage, N. Y.
WCOC-TV (30) Meridian, Miss.
WCOV-TV (20) Montgomery, Ala.
WCPO-TV (9) Cincinnati, O.
WCSC-TV (5) Charleston, S. C.
WCSH-TV (6) Portland, Me.
*WCTB (71) Bridgeport, Conn.
*WCTN (63) Norwich, Conn.
WCTV (6) Thomasville, Ga.
WCYB-TV (5) Bristol, Va.
WDAF-TV (4) Kansas City, Mo.
WDAM-TV (9) Hattiesburg, Miss.
WDAN-TV (24) Danville, Ill.
WDAU-TV (22) Scranton, Pa.
WDAY-TV (6) Fargo, N. Dak.
WDBJ-TV (7) Roanoke, Va.
WDBO-TV (6) Orlando, Fla.
WDEF-TV (12) Chattanooga, Tenn.
WDMJ-TV (6) Marquette, Mich.
WDSM-TV (6) Duluth-Superior, Wis.
WDSU-TV (6) New Orleans, La.
WDXI-TV (7) Jackson, Tenn.
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WEAR-TV (3) Pensacola, Fla.
WEAT-TV (12) W. Palm Beach, Fla.
WEAU-TV (13) Eau Claire, Wis.
*WEDH (24) Hartford, Conn.
*WEDU (3) Tampa, Fla.
WEEK-TV (43) Peoria, Ill.
WEEQ-TV (35) La Salle, Ill.
WEHT (50) Henderson, Ky.
WELI-TV (59) New Haven, Conn.
WENS (16) Pittsburgh, Pa.
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*WETV (30) Atlanta, Ga.
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WFMZ-TV (67) Allentown, Pa.
WFOX-TV (31) Milwaukee, Wis.
WFRV-TV (5) Green Bay, Wis.
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WGAL-TV (8) Lancaster, Pa.
WGAN-TV (13) Portland, Me.
*WGBH-TV (2) Boston, Mass.
WGBS-TV (23) Miami, Fla.
WGEM-TV (10) Quincy, Ill.
WGLV (57) Easton, Pa.
WGN-TV (9) Chicago, Ill.
WGR-TV (2) Buffalo, N. Y.
*WGTE-TV (30) Toledo, O.
*WGTV (8) Athens, Ga.
WGVL (23) Greenville, S. C.
*WHA-TV (21) Madison, Wis.
WHAS-TV (11) Louisville, Ky.
WHBF-TV (4) Rock Island, Ill.
WHBQ-TV (13) Memphis, Tenn.
WHCT (18) Hartford, Conn.
WHCU-TV (20) Ithaca, N. Y.
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WHEF-TV (62) Brockton, Mass.
WHEN-TV (8) Syracuse, N. Y.
WHFC-TV (26) Chicago, Ill.
WHIO-TV (7) Dayton, O.
WHIS-TV (6) Bluefield, W. Va.
WHIZ-TV (18) Zanesville, O.
WHK-TV (19) Cleveland, O.
WHLS-TV (34) Port Huron, Mich.
WHO-TV (13) Des Moines, Ia.
WHP-TV (55) Harrisburg, Pa.
WHTN-TV (13) Huntington, W. Va.
WHTO-TV (46) Atlantic City, N. J.
*WHTV (43) Syracuse, N. Y.
WHUM-TV (61) Reading, Pa.
WHYN-TV (40) Springfield, Mass.
*WHYY-TV (35) Philadelphia, Pa.
WIBW-TV (13) Topeka, Kan.
WICA-TV (15) Ashtabula, O.
WICC-TV (43) Bridgeport, Conn.
WICS (20) Springfield, Ill.
WICU-TV (12) Erie, Pa.
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WIFE (22) Dayton, O.
WIIC (11) Pittsburgh, Pa.
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WIRL-TV (25) Peoria, Ill.
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WISC-TV (3) Madison, Wis.
WISE-TV (62) Asheville, N. C.
WISH-TV (8) Indianapolis, Ind.
WISN-TV (12) Milwaukee, Wis.
WITH-TV (72) Baltimore, Md.
WITI-TV (6) Milwaukee, Wis.
WITN (7) Washington, N. C.
WITV (17) Ft. Lauderdale, Fla.
WJAC-TV (6) Johnstown, Pa.
WJAR-TV (10) Providence, R. I.
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WKBN-TV (27) Youngstown, O.
WKBT (8) LaCrosse, Wis.
WKDN-TV (17) Camden, N. J.
WKJF-TV (53) Pittsburgh, Pa.
WKJG-TV (33) Fort Wayne, Ind.
WKLO-TV (21) Louisville, Ky.
WKNA-TV (49) Charleston, W. Va.
WKNE-TV (45) Keene, N. H.
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WLVA-TV (13) Lynchburg, Va.
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WLW-I (13) Indianapolis, Ind.
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WMAC-TV (23) Massillon, O.
WMAL-TV (7) Washington, D.C.
WMAR-TV (2) Baltimore, Md.
WMAY-TV (36) Springfield, Ill.
WMAZ-TV (13) Macon, Ga.
WMBD-TV (31) Peoria, Ill.
WMBR-TV (4) Jacksonville, Fla.
WMBV-TV (11) Marinette, Wis.
WMCN (23) Grand Rapids, Mich.
WMCT (5) Memphis, Tenn.
WMFD-TV (6) Wilmington, N. C.
WMFL (33) Miami, Fla.
WMSL-TV (23) Decatur, Ala.
WMT-TV (2) Cedar Rapids, Ia.
WMTV (33) Madison, Wis.
WMTW (8) Poland Spring, Me.
*WMUB-TV (14) Oxford, O.
WMUR-TV (9) Manchester, N. H.
*WMVS-TV (10) Milwaukee, Wis.
WNAC-TV (7) Boston, Mass.
WNAO-TV (28) Raleigh, N. C.
WNBC (30) New Britain, Conn.
WNBE-TV (13) New Bern, N. C.
WNBF-TV (12) Binghamton, N. Y.
WNBQ (5) Chicago, Ill.
WNCT (9) Greenville, N. C.
WNDU-TV (46) South Bend, Ind.
WNEM-TV (5) Bay City, Mich.
WNEP-TV (16) Scranton, Pa.
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WNHC-TV (8) New Haven, Conn.
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WPFA-TV (15) Pensacola, Fla.
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WPTR-TV (23) Albany, N. Y.
WPTT (10) Augusta, Me.
WPTV (5) Palm Beach, Fla.
WPTZ (5) Plattsburgh, N. Y.
WQCY (39) Allentown, Pa.
*WQED (13) Pittsburgh, Pa.
*WQTV (46) Binghamton, N. Y.
WQXL-TV (41) Louisville, Ky.
WQXN-TV (54) Cincinnati, O.
WRAK-TV (36) Williamsport, Pa.
WRAL-TV (5) Raleigh, N. C.
WRAY-TV (52) Princeton, Ind.
WRBL-TV (4) Columbus, Ga.
WRC-TV (4) Washington, D.C.
WRCA-TV (4) New York, N. Y.
WRCV-TV (3) Philadelphia, Pa.
WRDW-TV (12) Augusta, Ga.
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*WREC (25) New York, N. Y.
WREX-TV (13) Rockford, Ill.
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WRGP-TV (3) Chattanooga, Tenn.
WRIK-TV (7) Ponce, P. R.
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*WROH (21) Rochester, N. Y.
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WRVA-TV (12) Richmond, Va.
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WSAV-TV (3) Savannah, Ga.
WSAZ-TV (3) Huntington, W. Va.
WSB-TV (2) Atlanta, Ga.
WSBA-TV (43) York, Pa.
WSBT-TV (34) South Bend, Ind.
WSEE (35) Erie, Pa.
WSES (29) Philadelphia, Pa.
WSFA-TV (12) Montgomery, Ala.
WSIL-TV (22) Harrisburg, Ill.
WSIX-TV (8) Nashville, Tenn.
WSJS-TV (12) Winston-Salem, N. C.
WSJV (52) Elkhart, Ind.
WSLA (8) Selma, Ala.
WSLS-TV (10) Roanoke, Va.
WSM-TV (4) Nashville, Tenn.
WSOC-TV (9) Charlotte, N. C.
WSPA-TV (7) Spartanburg, S. C.
WSPD-TV (13) Toledo, O.
WSTF (27) Stamford, Conn.
WSTG (56) Gulfport, Miss.
WSTV-TV (9) Steubenville, O.
WSUN-TV (38) St. Petersburg, Fla.
WSUR-TV (9) Ponce, P. R.
WSVA-TV (3) Harrisonburg, Va.
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WSYR-TV (3) Syracuse, N. Y.
WTAE (4) McKeesport, Pa.
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*WTHS-TV (2) Miami, Fla.
WTIC-TV (3) Hartford, Conn.
*WTIQ (7) Munford, Ala.
WTLC (29) Canton, O.
WTLE (32) Evanston, Ill.
WTLF (18) Baltimore, Md.
WTLM (7) Laurel, Miss.
*WTLV (19) New Brunswick, N. J.
WTMA-TV (4) Charleston, S. C.
WTMJ-TV (4) Milwaukee, Wis.
WTOB-TV (26) Winston-Salem, N. C.
WTOC-TV (11) Savannah, Ga.
WTOH-TV (79) Toledo, O.
WTOK-TV (11) Meridian, Miss.
WTOM-TV (54) Lansing, Mich.
WTOP-TV (9) Washington, D.C.
WTOV-TV (27) Norfolk, Va.
WTPA (27) Harrisburg, Pa.
WTRF-TV (7) Wheeling, W. Va.
WTRI (35) Albany, N. Y.
WTTG (5) Washington, D.C.
WTTV (4) Bloomington, Ind.
*WTTW (11) Chicago, Ill.
WTVC (9) Chattanooga, Tenn.
WTVD (11) Durham, N. C.
WTVE (24) Elmira, N. Y.
WTVG (36) Mansfield, O.
WTVH (19) Peoria, Ill.
WTVI (19) Ft. Pierce, Fla.
WTVJ (4) Miami, Fla.
WTVK (26) Knoxville, Tenn.
WTVM (28) Columbus, Ga.
WTVN (6) Columbus, O.
WTVO (39) Rockford, Ill.
WTVP (17) Decatur, Ill.
WTVQ (47) Pittsburgh, Pa.
WTVR (6) Richmond, Va.
*WTVS (56) Detroit, Mich.
WTVT (13) Tampa, Fla.
WTVU (73) Scranton, Pa.
WTVW (7) Evansville, Ind.
WTVX (48) Gastonia, N. C.
WTVY (9) Dothan, Ala.
*WTVZ (17) Albany, N. Y.
W-TWO (2) Bangor, Me.
WTWV (9) Tupelo, Miss.
*WUNC-TV (4) Chapel Hill, N. C.
*WUOM-TV (26) Ann Arbor, Mich.
WUSN-TV (2) Charleston, S. C.
WUTV (36) Charlotte, N. C.
WVEC-TV (15) Hampton, Va.
WVET-TV (10) Rochester, N. Y.
WVMI-TV (13) Biloxi, Miss.
WVUE (12) Wilmington, Del.
WWEZ-TV (32) New Orleans, La.
WWJ-TV (4) Detroit, Mich.
WWL-TV (4) New Orleans, La.
WWLP (22) Springfield, Mass.
WWOR-TV (14) Worcester, Mass.
WWTV (13) Cadillac, Mich.
WXEL (38) Boston, Mass.
WXEX-TV (8) Petersburg, Va.
WXIX (19) Milwaukee, Wis.
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